

Chapter 1 : Public Relations & The Rise Of Fake News - The PR Insider

Mar 11, Â· Public relations: Serve the client (who is likely to be comfortable). An interesting subfield here is science writing, where so much of journalism actually takes the form of public relations.

Audience members, or members of often key publics, maintain their own Web sites, blogs or podcasts, often circumventing traditional media outlets. Practitioners monitor such online sources alongside traditional media outlets. These citizen-produced online media can be influential and widely seen and accounting for them may be essential to a public relations campaign. Gauging public opinion can also involve the use of online media. Conducting public opinion surveys online is now a common practice in public relations. Facilitating two-way, or interactive dialogs with various publics can depend upon the use of email, discussion boards or other online media. In this context, digital, networked communications such as those possible on the Internet and World Wide Web make possible the cost-effective advent of two-way symmetrical communications. This is a profound opportunity for public relations professionals to implement more effective, balanced communications with various publics. As communication technology has evolved, U. This can be both a boon and a bane to human existence. For public relations, it often means great expectations for fast and efficient communications between and among organizations and their publics. Reporters similarly participate in dialogues with audiences via email or discussion groups. It is also increasingly feasible to monitor news media coverage via computer-based systems that employ natural language processing, a branch of artificial intelligence AI , to monitor and synthesize press coverage and automatically track coverage of topics, organizations and individuals. One interesting example of an AI-based system monitors, sorts and summarizes news coverage from the U. Kathleen McKeown, a Columbia computer science research team has applied natural language processing to sort and summarize published news reports from dozens of news sources available online. Articles on the same story from various sources are presented together and summarized using state-of-the-art techniques. Related are various tools on Google Labs, including google. Google Trends allows the automatic tracking of user search queries around the U. For instance, on February 19, a sort using Google Trends for searches for the Super Bowl, NCAA, Oscars, and election revealed not only the absolute and relative search volume of each term, but provided the data by cities, regions and languages, as well as year-long trends since and by news events. Such data may be useful in tracking the consequences of news coverage. A scan of the data from the aforementioned sort showed major spikes in search activity related to elections following the November 3, concession of the U. John Kerry to Pres. Google Alerts can also be used to monitor traffic on blogs, including customized tracking of industries, organizations, and topics. Hallahan points out how Internet technologies can be especially useful in communicating with external publics. Involve people when they are interested. Optimize search engine searches, make content useable. Such access is especially important in times of crisis or risk. Also useful are fill-informs, query and ordering mechanisms â€” provided that the organization can fulfill requests promptly, pop-up and other Web surveys. These computer-based technologies can potentially provide highly cost-effective methods for not only tracking news media coverage and correlated public opinion indicators, but help in assessing media agenda setting and news media framing. Further, emerging digital technologies enable the automatic tracking of video based on the content features of the video. For example, computer systems can scan a video clip and identify patterns of action, scenes, or edits. Columbia computer science Professor Shih-fu Chang developed an experimental computer-based video recognition system in the late s. Based on such automated analysis, a commercial system developed by Audible Magic in Los Gatos, CA can compare clips on YouTube against a database of copyrighted video and determine if illegally copyrighted material resides on the social-networking site. Such technology might be employed in public relations in a variety of ways. For instance, company logos or topics of interest might be automatically monitored on a variety of video file sharing Web sites. Social Networking Social networking sites such as MySpace and video file sharing sites such as YouTube also have enormous implications for public relations. As millions of users populate such Web sites and spend increasing amounts of time immersed in them, these online environments become increasingly relevant to the communication

strategies for organizations. Yet, how to appropriately participate or communicate in these online environments where sometimes the social and cultural rules are stricter than the legal requirements can present a slippery slope. At the same time, consumers are empowered by digital technologies to voice their opinions more easily and more powerfully via social networking sites, including creating and posting their own videos, sometimes griping against corporate practices they find objectionable. How to respond effectively is an increasing challenge for many organizations. Transparency, immediacy and clarity are among the key elements in the process. Privacy and Tracking One of the challenges raised by social networking sites and other new technologies is the notion of privacy and security in the digital age, with all of the attendant public relations issues. Many organizations of various types will likely be confronted by privacy and security concerns as online technologies bring together both increasing ability to track individuals and data about them and facilitate convenience at the potential sacrifice of personal privacy and data security. One exemplar comes in the form of Radio Frequency Identification RFID technology, used in wide ranging applications from marketing to medicine. For example, in airport trials, ticket holder tracking has enabled better coordination of flight departures and passenger routing and loading. RFID devices can be smaller than the head of a pin, and such chips can have embedded sensors or even a tiny camera. The overwhelming majority of U.S. adults, a third of those surveyed would wear an RFID device in order to monitor blood pressure or to lower insurance premiums or for emergency services. RFID chips are already in cell phones and other devices, such as Easy Pass for automated highway toll collection. A variety of other technologies present similar communication opportunities juxtaposed against privacy concerns. Jonathan Donner, of Microsoft Research India, points out the dramatic growth of mobile technologies internationally. In China, for example, more than million persons use mobile phones, and million more persons begin using mobile phones there each year. While mobile communications is a powerful communication tool, there are also significant privacy implications. A growing number of online services are providing free or low-cost cell phone location-tracking capabilities. Plazes is one online service that provides free cell phone location tracking. Users enter a cell phone number, and their cell phone is then placed on the tracking service, and can be tracked by other users. Another powerful online technology is Google Earth. Users can quickly and easily travel visually to any location on the Earth and see in high resolution any precise location. Users can populate specific locations by geographic coordinates with high-resolution three-dimensional imagery, and embed textual communications associated with those locations. Yet, privacy concerns may arise as well as citizens become increasingly aware of the ease with which any one from anywhere in the world can observe their home or other locations admittedly not in real-time but still relatively recently. The introduction of Street View in Google Earth in May, 2007, allows users from any location the ability to zoom into a high-resolution degree street-level photographic view of locations all around the world. Further fueling privacy concerns in the digital age are computer vision technologies that enable automatic face recognition and more. Communication professor Mark Frank at SUNY Buffalo and others have developed powerful digital vision systems that can quickly scan the faces of persons walking past a security checkpoint, for example, and match them up automatically and quickly against databases of known or suspected terrorists. This technology has other applications, including the ability to automatically scan a human face to determine the emotional state of a person, including whether he or she is lying. Such technology has potentially significant implications for police interrogations of criminal suspects, as well as others, such as a television interview of a CEO suspected of covering up alleged corporate wrong doing. Journalists might find such technology particularly useful as an aide in determining when to ask a probing follow-up question. A Research Agenda As this report has shown, research has much to tell us about how technology influences the practice of public relations. Yet, much research remains to be done in this regard. Following is an agenda of ten research questions or problems to study in the context of public relations and new technology. What are the unintended consequences of changing technology on the practice and nature of public relations? What are the most effective ways to design messages for a new media, or digital, networked media environment? What are the most significant ethical considerations surrounding the utilization of digital technologies in public relations? How can interactive communications be most effectively fostered with members of the public? What theoretical issues emerge for public relations practices in a new media

environment? How has the balance of power changed between organizations and their publics in a digital, networked age? How can computer-based, artificial intelligence systems be most effectively used to gauge media coverage and public opinion? What are the implications of this changing technological milieu for the agenda setting process and how media frame news coverage, including understanding emerging technologies for summarizing and editing news coverage? What are the implications of online virtual reality environments such as Second Life for public relations? What are the implications of social networking Web sites and file sharing systems for public relations?

Chapter 2 : The Rise of Public Relations - Paladin Staffing | Paladin Staffing

Nov 30, Â· Forbes CommunityVoice President Trump And The Rise Of A New Public Relations Model. Propaganda is the provenance of public relations and was influenced by Edward Bernays post-WWI. When.

To settle the dispute, they decide to hold a competition to see which one of them can force a traveler to take off his coat. The harder the wind tries to blow the coat off, the more tightly the traveler pulls it about him, but as soon as the sun starts to shine the traveler removes it voluntarily. The moral of the story: Ad campaigns are measured often in terms of reach and frequency, but hardly ever in terms of effectiveness, which is lucky for advertising people. So many public relations people will likely react to *The Death of Advertising* with fawning gratitude. But therein lies one of the problems with *The Death of Advertising*. The fact that it will carry more authority because the authors are brand consultants rather than PR pros cannot be denied, but nor can it compensate for the books shortcomings, most notably the lack of any solid data to back up the arguments. *The Death of Marketing* makes its case primarily through anecdote, and some of the anecdotes are pretty convincing. In fact, Ries and Ries are generally strong when detailing the reasons why advertising is becoming less effective, backing up their stories with good, hard facts. The case they make for PR is not always so convincing. Moreover, some of those anecdotes are contradictory. Still, Ries and Ries are nothing if not pithy, and some of their one liners are eminently quotable. It can only fan a fire after it has been started. Advertising cannot move brands from one position to another inside a mind. And only the media have the credibility to plant a new idea in the mind. One of the most compelling points the authors make concerns the most successful product and corporate launches of recent years. Nike may be the last great brand built primarily by advertising. I look at the money spent on advertising and it surprises me that people still believe they are getting returns on their investments. In some cases, all it takes is a single story. Krispy Kreme donuts, meanwhile, took off after the so-called toughest sheriff in America appeared on a local television news broadcast, declaring: In most cases, it is the CEO? The idea that modern consumers are deeply resistant to paid advertising is not a new one, but the authors hammer it home forcefully. While the campaign was running, Ford was rated below average in J. Power surveys on customer service, and not a single Ford car finished in the top spot for initial quality in 14 different car and truck categories. In its brief life, Pets. Yet within the ad community, the sock puppet was considered a success. If it were, the website would have been selling sock puppets. The dot-com advertising was so pointless, so stupid, so tasteless, that it shook the faith of corporate chieftains in the power of advertising for their own brands. In the same time frame, sales of Bud Light which receives two-thirds the ad support of Budweiser have increased from 12 million barrels to 32 million. The biggest advertisers of recent years have almost all seen their market share decline. Kmart outspends Wal-Mart by about 10 percent and achieves a quarter of the sales. The authors acknowledge that some brands may not generate much earned media interest, and have an interesting answer to that dilemma: In this media-saturated environment, you win or lose in the press. In fact, the reverse is often true. The goal of traditional advertising is to make the advertising famous. Taqco Bell made the Chihuahua famous. Energizer made the bunny famous. Then advertising can play a vital role in helping a brand keep its perceived leadership position, by reinforcing all the things consumers have come to believe after learning them from third parties. Advertising is a continuation of public relations by other means and should be started only after a PR program has run its course. Furthermore, the theme of an advertising program should repeat the perceptions created in the mind of the prospect by the PR program. You need to run advertising that resonates with consumers. Ries and Ries see two answers. The first is that public relations requires marketers to surrender control of the message. But Ries and Ries understand that there is a communications continuum, with credibility at one end and control at the other. In order for a message to have credibility, it is necessary to surrender some measure of control. But the one advantage of PR makes up for all of its disadvantages. PR has credibility, advertising does not. Too many PR professionals talk of being an ombudsman, or the voice of the consumer inside the corporation, rather than the voice of the corporation. Too many PR professionals would rather counsel the CEO than work in the trenches with the marketing folks. Too often, marketing PR people

are called in long after the communications strategy has been set, and in many cases they are asked to generate publicity for its own sake, rather than with a brand strategy in mind. For that reason, margins in the marketing PR business continue to be thinner than they are in the investor relations, public affairs, and crisis management realm. Particularly now, with corporate reputations under attack, the two tasks and complementary.

Chapter 3 : History of public relations - Wikipedia

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The Rise of Public Relations Posted by Paladin on January 05, The public relations sector has been steadily rising for the last five years, if not longer. As long as how we digest media changes, people in those fields will be needed. How does this effect those who are trying to get into the field? What does it mean for those already in the field? That is not particularly high, rather it is considered to be an average growth rate for any field. It can vary based on where you live, where you want to work, where you already work, who you want to work with, and who you already work with. Considering that the growth is average, that is at least a good thing and does indicate you will be able to work in the field or stay in the field. PublicRelations is a career path on the rise. Learn how to take professional advantage today with the latest from PaladinStaff [http:](http://) If they will see continued growth has not been typically decided. On the flip side, the states that employ more in public relations also have higher incomes and competition for work is higher. How It Affects the Newcomers With a projected average growth rate annually, there will still be touch competition for existing positions and for those coming open. All newcomers will need to make themselves stand out from the others in order to obtain the position they desire. Use the skills you learned and put together a presentation that shows what you have to offer; fresh ideas, connections, skills using modern technology, and the right attitude for the position. If your organization is bringing on more specialists in your department, be open to hearing out their pitches and ideas. Staying on top of new trends and methods will help integrate those new people. It will also add some job security to your position. The beginners can learn a lot from everyone they work with and the established can learn about new techniques and trends. Remember that what is important is executing successful a favorable public image. The job market is growing for a reason, more organizations see the value of a positive image for what they are doing. As we see the change of how information is presented and received, we expect to continue seeing changes in the job market.

The Fall of Advertising and the Rise of PR It seems inevitable that this book will end up in every public relations agency's library, and that maxims plucked from its pages will find their way into PR agency pitches.

Social Media and Public Relations Pedagogy: The Rise of the Social Education Economy Posted on by Karen Freberg Public relations professionals and educators are facing some of the same challenges in and out of the classroom. One of the biggest facing educators today is the rapid evolving use and implementation of social media in campaigns and the workplace.. These changes are happening quickly and at times, are very hard to keep up with in providing students readings, assignments, and case studies for them to explore, analyze, and apply in their class activities and internships. Social media research within the public relations field is moving into a core area of focus for the field, profession, and even in the classroom in a few cases. Just in the last several years, there have been several research studies focusing on the use of social media tools among public relations professionals and the current status of social media research , but the missing part of the equation is to explore what are the tools, assignments, and platforms professors are using in and out of the classroom to fulfill the expectations and needs of young public relations professionals as they enter the workplace. In addition to this growing challenge is to explore what are some of the assignments and other potential activities that could be used to better articulate and educate students on the growing expectations, challenges, and opportunities available for them in working in social media. Social media does raise some new challenges and opportunities for public relations educators to consider. First, the barriers of time and location are cut down to real-time interactions for engaging dialogues, live updates from guest lectures and presentations, sharing updates about the classroom topics, and providing a virtual window into a class for practitioners, future employers, and brands to follow, listen, and engage in dialogue with. Second, the intense speed of social media has captured the attention from both practitioners and educators to potentially build a bridge to bring forth new ideas, applications, and partnerships to the table. Practitioners are looking for talent that can properly communicate seamlessly across multiple platforms, research and apply analytical data, monitor and listen to audiences, express empathy and formulate sustainable relationships, and engage in ethical and legal practices consistent to the guidelines set forth by the profession. Next, social media education needs to be further supported by both practice as well as the university. Many researchers are discouraged with doing research in teaching for tenure purposes. However, this is an important area of research that has a direct impact on not only the pedagogy and PR education literature, but these assignments, studies, and case studies can be applied directly to how prepared students will be in their new roles entering the public relations workplace. Instead of being discouraged to do such research, educators should be encouraged to further pursue the best practices and benefits for educators, students, and practitioners through theory-based and practical research studies. In addition, educators can further explore the underlying influences technology for cognitive, behavioral, and affective learning objectives in public relations education. There have been many researchers who have actively engaged in exploring different equations associated with social media inside the classroom. Remund and I pointed out in the capacity of a social connector, a scholar helps identify and address gaps existing between traditional public relations education and the dynamic demands faced by new professionals in the field with the strategic implementation and application of emerging media platforms and tools. As professors, we have to adaptive and meet students halfway when it comes to social media education. We have to acknowledge there are tools and platforms we may have a strong sense of expertise in, but we have to be open to the possibilities we can become students as well and learn from our classes. Being an expert in the field consists of living, breathing, and educating yourself in the field each and every day. Understanding the nature of these trends and focusing on best practices for initiating certain life long learning behaviors among students will benefit them sustainably by providing them an opportunity to apply strategic applications and uses for new tools and platforms arising in social media. In addition, as professors, we have to set our expectations high for what we want to expect from our students entering into a classroom that either integrates social media as part of classroom dialogue or assignments, or even if the class is a dedicated course in social

media. We have to recognize the various myths, perceptions, and expectations that come with each of these proposed uses of social media for campaigns and research studies. Brands are also recognizing the collaborative social education economy needed to make sure students are prepared, confident, and able to succeed in these new demanding roles in public relations. One of these brands that has translated their focus towards higher education is Hootsuite. In summary, teaching or incorporating social media into the classroom is hard work, but staying top of the new trends, understand and incorporate creative thinking among students for strategic uses of emerging platforms, and exploring the overall changing profession of public relations in the classroom with social media will help prepare students as they enter the workplace for their future internships and positions. Social media implementation in classes is not a replacement for the traditional foundational practices for public relations pedagogy. In fact, social media implemented within enhances the engagement among students on the respective class topics while empowering them to apply these for networking and creating and curating information for community involvement and building in the field. By exploring these new tools and providing hands-on applied experiences while discussing key conceptual issues arising in the new digital landscape, educators are embracing and setting forth a new educational paradigm of a social education economy in and out of the classroom that enhances the overall experience for the student, profession, and professor. Social media in the classroom is a win-win situation for all parties involved in the public relations field. Follow her on Twitter [kfreberg](#).

Chapter 5 : The Fall of Advertising and the Rise of PR

The public relations sector has been steadily rising for the last five years, if not longer. As long as how we digest media changes, people in those fields will be needed.

Ancient origins[edit] An artistic depiction of a preacher promoting the crusades Although the term "public relations" was not yet developed, [1] academics like James E. Grunig and Scott Cutlip identified early forms of public influence and communications management in ancient civilizations. Plato and others said sophists were dishonest and misled the public, while the book "Public Relations as Communication Management" said they were "largely an ethical lot" that "used the principles of persuasive communication. He also commissioned newsletters and poems to support his political position. In England, Lord Chancellors acted as mediators between rulers and subjects. The government also created a publicity bureau called Information and Propaganda and a weekly newspaper originally controlled by the French government, The Gazette. According to Edward Bernays , the US abolitionist movement used "every available device of communication, appeal and action," such as petitions, pamphlets, political lobbying, local societies, and boycotts. The South responded by defending slavery on the basis of economics, religion and the constitution. In some cases propaganda promoting the abolition of slavery was forbidden in The South and abolitionists were killed or jailed. Supporters of the constitution sent letters now called the Federalist Papers to major news outlets, which helped persuade the public to support the constitution. To combat this perception, French aristocrat Marquis de Lafayette , who helped fund the American Revolution , was invited to a tour of the United States. Each community he visited created a committee to welcome him and promote his visit. To raise the money, the companies needed to maintain "an image attractive to potential bond buyers, [and maintain relationships] with members of Congress, the California state legislature, and federal regulators; with workers and potential workers; and with journalists. The German steel and armaments company Krupp created the first corporate press department in to write articles, brochures and other communications advertising the firm. In , Lee published a Declaration of Principles, which said that PR work should be done in the open, should be accurate and cover topics of public interest. At the time, secrecy about corporate operations was common practice. It was necessary for Junior to overcome his shyness, go personally to Colorado to meet with the miners and their families, inspect the conditions of the homes and the factories, attend social events, and especially to listen closely to the grievances. This was novel advice, and attracted widespread media attention, which opened the way to resolve the conflict, and present a more humanized versions of the Rockefellers. Bernays persuaded fashion designers, charity events, interior designers and others to popularize the color green. He suggested that the selection of which facts are disseminated by PR campaigns could be used to persuade the public. Edward Clarke and Bessie Tyler were influential in growing the Ku Klux Klan to four million members over three years using publicity techniques in the early s. It folded in due to government cuts. This led companies to recruit their own publicists to defend themselves. NAM tried mostly unsuccessfully to convince the public that the interests of the public were aligned with corporate interests and to create an association between commerce and democratic principles. It also led to the development of the slogan "A diamond is forever" in and was influential in how diamonds were marketed thereafter.