

TEXT: Scott M. Cutlip, Allen H. Center, and Glen M. Broom, Effective Public Relations, 9th ed. (Upper Saddle River, NJ: Prentice–Hall, Inc., 2006)

Major Concepts and Elements

Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends (p. 5).

Marketing is the management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider (p. 7).

Internal relations is the specialized part of public relations that builds and maintains mutually beneficial relationships between managers and the employees on whom an organization's success depends (p. 9).

Publicity is information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement (p. 10).

Advertising is information placed in the media by an identified sponsor that pays for the time or space. It is a controlled method of placing messages in the media (p. 12).

Press agency is creating newsworthy stories and events to attract media attention and to gain public notice (p. 14).

Public affairs is a specialized part of public relations that builds and maintains governmental and local community relations in order to influence public policy (p. 16).

Lobbying is a specialized part of public relations that builds and maintains relations with government primarily for the purpose of influencing legislation and regulation (p. 16).

Issues management is the proactive process of anticipating, identifying, evaluating, and responding to public policy issues that affect organizations' relationships with their publics (p. 19).

Investor relations is a specialized part of corporate public relations that builds and maintains mutually beneficial relationships with shareholders and other in the financial community to maximize market value (p. 20).

Development is a specialized part of public relations in nonprofit organizations that builds and maintains relationships with donors and members for the purposes of securing financial and volunteer support (p. 22).

All effective organizations establish and maintain relationships identified as important to survival and growth (p. 22).

The social function (mission) of public relations is to facilitate adjustment and maintenance in the social systems that provide us with our physical and social needs (p. 25).