

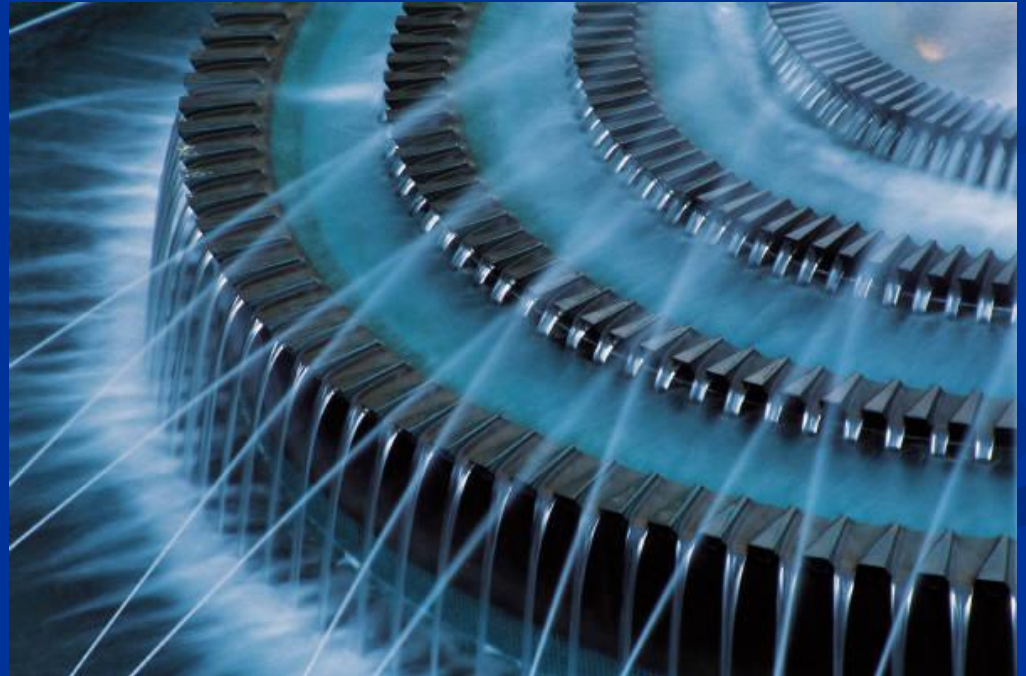
Fundamentals of Public Relations



Steven R. Van Hook, PhD

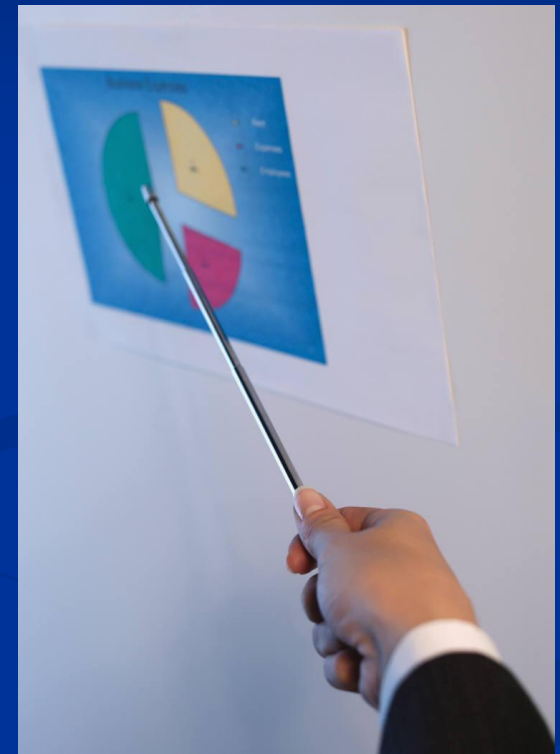
Public Relations Resources

- [Public Relations Primer](#)
- [All About Public Relations](#)



Components of Public Relations

- Media Relations/Publicity
- Employee/Member Relations
- Community Relations
- Government Affairs
- Issues Management
- Financial Relations
- Development/Fund Raising
- Special Events and Public Participation
- Marketing Communications



Where do PR People Work?

■ Corporations:	40%
■ PR Firms:	27%
■ Organizations:	14%
■ Health Care:	8%
■ Government:	6%
■ Social:	5%



What do PR People Do?

- Writing & Editing
- Media Relations & Placement
- Research
- Management & Administration
- Counseling
- Special Events
- Speaking
- Production
- Training
- Contact

Issues Management

The Six-Step Process:

- Identify the issue (they hate us)
- Analyze the issue (why do they hate us?)
- Establish priorities (keep them from killing us)
- Develop a strategy (let's run!)
- Take action (run)
- Analyze the results (we live)

Types of Issues

- Potential Issues
- Dormant Issues
- Imminent Issues
- Current Issues
- Critical Issues

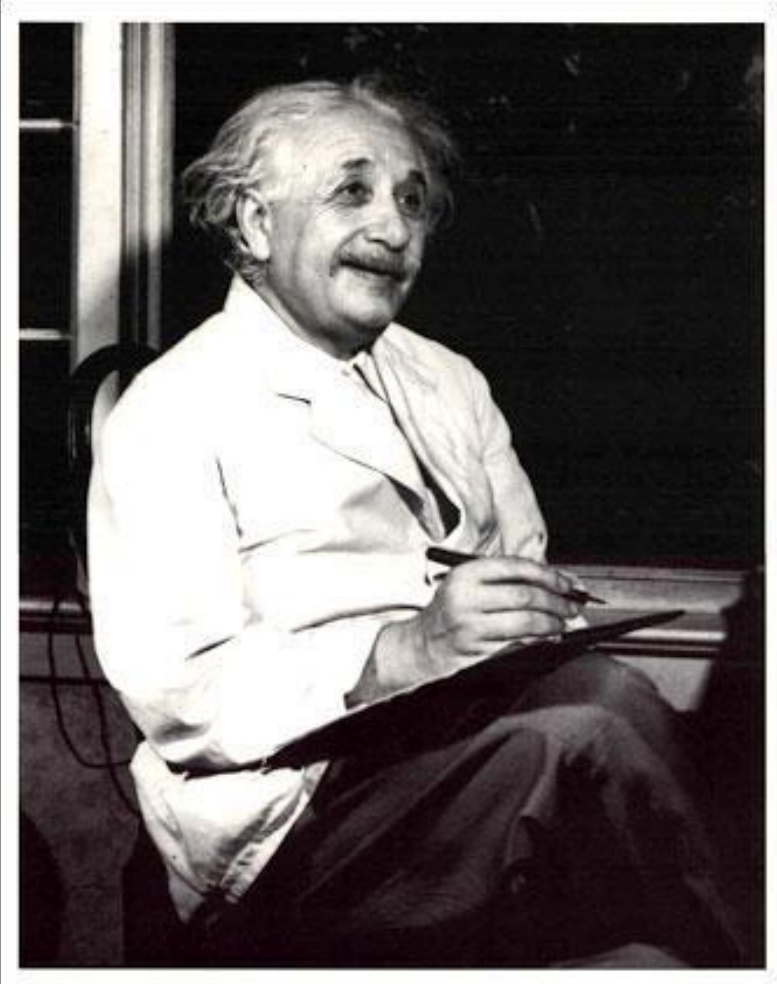


Tools of Public Relations



- News Releases
- Backgrounders
- Public Service Announcements
- Advertising
- Articles and Editorials
- Collateral Publications
- Annual Reports
- Speeches and Presentations

Problem Solving



- “You cannot solve a problem with the same sort of thinking that created the problem.”

-Albert Einstein