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