

# **INSIDE** **Public Relations**

**RONALD P. LOVELL**

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# INSIDE PUBLIC RELATIONS

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*To my father*

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## Preface

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*Inside Public Relations* has a number of distinctive features that make it useful to both student and professor.

As the title implies, the book attempts to get “inside” a complicated and varied industry by using the opinions and experiences of working public relations practitioners. These people tell what they do every day as they conduct their business, whether it be in an agency, a corporate PR department, or a public information office at a nonprofit organization.

Their descriptions should help students interested in the profession understand what they will be getting into and give them a feel for the job. Some of the opinions are candid and critical of public relations. This honesty is necessary in a field that is much maligned and much misunderstood. The same approach should help instructors of public relations, too, by augmenting their own thoughts and experiences.

The book is directed at two audiences: journalism students and business students. Journalism has long been the academic home for PR courses. Recently, however, business schools have begun to teach PR, as a result of which there are dual assignments at the ends of chapters. This approach should help both sides when they have to face each other as either PR professionals or managers deciding whether to support suggested programs.

At various points in the book I have included sections that illuminate the subject of that particular chapter. These are called “PR Focus” if they deal with a company or an issue and “PR Bio” if they deal with a person. An analysis follows each to tie the information into the overall discussion.

The first half of the book gives readers a philosophical and an informational base for public relations. Section I explains public relations, gives a brief history of it, and talks about PR today. Section II discusses the various segments of the profession: agency, corporate, and public information, and tells how to conduct a PR campaign. Section III contains material on financial public relations, dealing with management, working with agency clients, and working with the government.

The second half of the book shows readers how to do the various tasks needed in public relations and includes a number of illustrations: chapters on writing news releases, preparing brochures and press kits, preparing annual reports and company magazines, using TV and radio, setting up external events, and using advertisements. The chapters in Section V discuss how to deal with the various publics: the press, other parts of the company, and the general public. The last part, Section VI, considers certain outside elements related to public relations: how to conduct a public opinion survey and how to avoid legal and ethical problems. The last chapter discusses public relations as a career.

Because it discusses public relations through the words and deeds of people working in various aspects of that profession, this book would not have been possible without the help and cooperation of a great number of individuals. I contacted old friends in both public relations and the working press for help, either as interview subjects or as conduits to other professionals I did not know.

I am very grateful for the help and encouragement of these old friends and co-workers: Barbara Lamb of McGraw-Hill World News; Jim Roscow, a freelance financial journalist; Vic Pesqueira of Xerox; Kemp Anderson of McGraw-Hill; Mike Murphy, an old friend and former colleague; Peter Britton, a New York freelance writer; Joan Dolph, a friend and former PR executive; Rosemary Stroer, a New York freelance writer; Sandra Atchison of *Business Week*; Bob Henkel of *Business Week*; Bill Cushing, a Seattle business journalist; Nichole Vick, a technical editor; Dick Floyd, an Oregon State University editor; Tom McLaughlin, a Colorado public information man; Gwil Evans, an OSU extension service chairman; Allen Wong, an OSU art professor; Marilyn Holsinger, a University of Missouri art professor; Bob Mason of the OSU Survey Research Center; Jeff Clausen, a Portland public relations man; Ken Niehans, former public information director at the University of Oregon Medical School; Dianne Sichel, a Portland magazine editor; and Judy Carlson, a freelance publicist.

The help of a number of other professionals I met during the course of this book was invaluable and I thank them: John Pihas, The Pihas, Schmidt, Westerdahl Company; James Lamb, Joseph M. Cahalen, Homer Schoen, and Carol Zimmerman of Xerox Corporation; Bob Neale of Chrysler Corporation;

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I appreciate very much the valuable suggestions of Professor Harold Davis of Georgia State University, which I used in revising the original manuscript. Judith Gimple and her co-workers at Bywater Production Services deserve my gratitude and praise for their excellent design and editing work. This project could not have been completed without the willingness of Michael Meehan, my editor at Allyn and Bacon, to stick with me throughout. I also appreciate the work of Jack Rochester, a former editor at Allyn and Bacon, in offering me a contract in the first place.

To my typist, Glenda Monroe, and my tireless proofreader, Verna Lovell, my gratitude for jobs well done.

Ronald P. Lovell

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**SECTION**

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**Introduction to  
Public Relations**

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**public prosecutor**, an officer charged with the conduct of criminal prosecution in the interest of the public.

**public relations**, 1. the actions of a corporation, store, government, individual, etc., in promoting good will between itself and the public, the community, employees, customers, etc. 2. the art or technique of promoting such good will.

**public school**, 1. (in the U.S.) a school that is maintained at public expense for the education of the children of a community or district and that constitutes part of a system of free public education commonly in the U.S. 2. (in England) a school, esp. a boarding school, maintained at public expense.



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# CHAPTER 1

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## What is public relations?

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**Public Relations Defined**  
**PR: Different Things to Different People**  
**Jobs**  
**Structure**  
**A “Typical” Day**  
**Summary**  
**Review Questions**