

How to Make Public Relations Work For You

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Building and Cultivating a Relationship with the Media:

The newspaper industry has consolidated greatly in recent years. The growth of TV news, cable, and the Internet has challenged newspapers as the primary source of news. Nonetheless, papers like USA Today, with a daily circulation of 2 million, have done well and continue to do well. Among the key principles when working with the media is to become familiar with media deadlines, treating reporters professionally, and regarding them not as “friends,” but as “friendly adversaries.”

Tips for Dealing with the Media

- **Always be On Guard**...A reporter is a reporter, so never let down your guard there is no such thing as “off the record”--it is true sometimes you can speak to a reporter “off the record” but you must always clarify this and ALWAYS be sure you can trust this;
- **Whatever you Say Can Appear in Print**--A good rule of thumb anything you say can appear in print. So when dealing with reporters, you can’t “misspeak” or take something back.
- **Have All The Facts**--Another good rule is to have all your facts correct...reporters love quantifying statistics and numbers, so if providing a number make sure it is correct, hard to take it back later and in some cases providing an “erroneous” figure can significantly impact a company.
- **Truthfulness Reigns**--For example if speaking to a reporter about net income for the quarter, if you tell them it was an increase of 20% but the real answer is 10%--you are distorting the truth, an ethical violation, if you meant to say another---big problem...so be on guard.
- **In PR you are the Voice**--Additionally if you are your “non profit’s” publicist you

represent the organization so while reporters can have attitudes with you, you must always be helpful and bit your tongue. And yes reporters typically take what you say out of context but if they report a version of what you said unless factually incorrect you will have no recourse for a retraction or correction;


- **Treat journalists professionally**—treat them as you wish to be treated something to practice in every aspect of business;
 - **Always be Nice and Professional**---Don't be put off by a reporter's skeptical attitude;--the best way to try and change an attitude is to be helpful...Think of it this way: As a PR practitioner the reporter is your primary audience so you must cultivate the relationship by providing education and facts. You may not always change their mind but "shower them with Kindness." Another tip is to regularly read columns of journalists---become familiar with what their "beat" is meaning what they cover.
 - **Develop a Relationship**--Send a reporter a note on a recent piece they did, they will remember you and could help you down the road.
 - **Bribery will Get you Blacklisted**--Don't EVER threaten or coerce a journalist with advertising;--a very important thing to know.
 - **PR vs. Advertising**--Typically, editorial coverage and advertising "live in different worlds" it's like the difference between church and state. Sometimes with trade publications (A trade publication is a publication focused on a particular industry many times trade publications are more likely to promote a company favorably if they are a loyal advertiser, while this in not right it happens) But with national and daily print publications, such as the Wall Street Journal, New York Times, LA Times, there is no crossover! You will damage your relationship with a reporter if you try to "wave advertising in front of them."
 - **Another form of PR combining Advertising is what is called an Advetorial**, we will learn more about this when we cover advertising...But an advertorial is a paid article that a company writes in place or in conjunction with an ad. But it is always noted as an advertisement.
 - **Become a trusted source** knowledgeable about your company and the industry;--As the voice for your company as a PR practitioner you are expected to be knowledgeable in your industry. While you may not know everything if a reporter asks you a question and you don't know the answer, that's ok...simply say let me check on that and get back to you....always get back to them don't make promises and not delivery.
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- **News is News**--don't expect your "news" will run;--happens frequently, the reporter is not obligated to run news that you provide, you have to convince a reporter the news value this will be addressed later when we discuss "pitching" Reporters report news they don't write articles that have no news value
- **Attitude is Key**--Don't cop an attitude with the reporter;--It can be frustrating to work with the media but always maintain composure, if they make a mistake let them know but "professionally" 9 times out of 10 if the mistake was on their end and is "inaccurate" they will make it right, don't threaten or berate them if they promised to include you in an article and don't—their editor may have cut you out...best to write a simple note asking why, you may not get a response, but worth a try.
- **Never, Never Lie**---never lie;--the kiss of death for any PR practitioner it will not only destroy your relationship with a particular reporter if this happens, could result in termination at your company or worse yet you could be "blacklisted" in the world of PR
- **Know who you are Pitching**--familiarize yourself with the media and what the reporters writes on—very important, so many times PR people issue press releases yet never even read the publication they are pitching or the types of articles that reporter writes.
- **Do your homework.** If pitching a reporter be sure your pitch has a News angle, maybe offer them an exclusive, reporters love this. Remember reporters are approached by thousands of companies and PR people on a daily basis, everyone wants to be in Businessweek, The Wall Street Journal or on Oprah!

Remember:

Advertising is paid coverage, which you write/create. Publicity is free coverage, written by an "objective" journalist. Publicity is usually generated through press releases. The value of publicity is that rather than "patting yourself on the back," positive publicity is the result of an "endorsement" by a neutral, indifferent, objective third party journalist. However, you have no control over PR - - when the story will run and how often. With advertising, you pay for specific times, size, location and frequency.

Good uses of public relations include: 1) announcing a new product or service; 2) reenergizing an old product; 3) explaining a complicated product; 4) little or no budget; 5) enhancing the organization's reputation; and 6) crisis response 7) a new advertising campaign 8) a philanthropic campaign, 9) a sizable donation to a non profit organization or academic institution. These are just a few of examples, but above all you must have a



“news angle” not a promotional angle a “news angle.”

Effective Strategies When Pitching a Reporter:

Knowing deadlines—never call a reporter when you know they are on deadline, when calling a reporter don't jump right into your pitch be polite, identify yourself why you are calling and ask them if they have a moment to chat

Email is Preferred Method-- writing rather than calling—most reporters these days prefer email and with the age of the internet it becomes increasingly difficult to break through spam filters, so you have to make sure you get their attention immediately and follow up with a phone call if appropriate, don't call a reporter saying I wanted to see if you got my press release...will get into this a bit more during the pitching section of lecture notes.

Media Etiquette---Directing the release to a specific person 1) determining how the reporter wants to be contacted 2) developing a personal relationship and 3) never lying.


Do's and Don't's--Among the do's and don'ts when speaking to the media during an interview are: 1) do be candid; 2) don't lie; 3) do be brief and direct; 4) don't bluff; 5) do prepare; 6) don't ad lib; 7) don't talk off the record; 8) state facts; 9) speak in personal terms; and 10) relax.

Press conferences-- aren't advisable in most cases, because most of the time, reporters despise them as unnecessary nuisances.

However, if you must hold a press conference: 1) don't play favorites and invite all media; 2) notify the media by mail well in advance; 3) follow up early and often; 4) schedule the conference in midmorning; 5) hold the conference in a meeting room, not someone's office; 6) the time allocated for the conference should be stated before the conference, 7) keep the speaker away from the reporters before the conference; 8) prepare materials to complement the speaker's presentation; 9) make special arrangements for TV crews; 10) let the reporters know when the end has come; and 11) fill the room even if you have to have staff in the audience; 12) be sure to have a time set aside at the end for Questions and Answers from the media.

Costs associated with issuing a press release are the following:

Releases are generally priced based on word count; a national release which means it is distributed across the wire nationally is \$1,500 for the first 400 words and \$200 for each additional 100 words. Typically press releases range from 750-1,500 words. Press



releases should never be more than 2 pages, but in some cases having a release that is 3-4 pages is ok.

Also issuing a press release with an image is also appropriate provided the photo is something you feel that an Associated Press wire may pick up, meaning it adds value to the story and is worth the financial investment.

Issuing a high resolution photo is generally priced at \$1,000 per photo, you can issue multiple images but costs are based on per photo

Also in addition to putting a release across a wire service you can also tailor to a specific list meaning if you were putting out a release on Nutrition and wanted to target to Nutrition editors and Nutrition media you can pay an additional fee to do so.

Fees typically range anywhere from \$500-\$1,500

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Pitching the Media:

This is probably the most important aspect of Public Relations, writing a good press release is important but unless you “engage or secure” the media’s interest the press release can be meaningless. Also putting out press release across a wire DOES NOT guarantee coverage, you have to pitch the media and there are do’s and don’t in how to pitch the media.

Tips for pitching online include: 1) use a good media database; there are several media databases including: www.baconsmediasource.com or www.bacons.com, www.burrelles.com; each service ranges from \$3,000-\$4,500 for an annual subscription.

Media databases are a critical tool for Public Relations professionals as reporters are constantly changing “beats” meaning the types of stories they cover. When you hear



someone say what is the reporter's beat it means what is the angle they typically cover. There are city beat reporters, travel beat reporters, financial beat reporters, environmental beat reporters, etc.

Keep e-mails brief to reporter and make sure you get right to the point why are you contacting them and why is your story or angle something they should take a close look at. Remember reporters are interested in news, they don't care about a new campaign, but may care if it is something unique and over the top. They don't care about new products and services unless again it has a unique appeal if you are pitching them on something already out in the marketplace you have to get their interest on why yours is different.

You must must must have a news angle

- Using links are okay but just be sure your links work and may it easy for the reporter to access and navigate.
- Sending reporters attachments—keep in mind reporters will very rarely open attachments only if they requested them, be careful when approaching a reporter, sending large attachments can clog up emails and may “tick” the reporter off. Most times attachments sent to reporters will automatically go to a spam filter and will automatically deleted
- Utilize web-based news sites, Reuters, web libraries and discussion forums;
- Target specific reporters and don't “double pitch” you should never pitch multiple reporters at the same publication unless you cc them all pitching multiple reporters with the same story will “tick them off.” They do talk to each other. Now that being said, you can pitch multiple reporters if there is a different news angle for each.
- Media databases include: Burrelles/Bacons/Media Map....A media database allows you search and create media lists for press release and proactive outreach.
- Costs for Media Databases are typically in the range of \$3,500 annually.....No PR practitioner can operate without the use of a good online media database.

Press Release Guidelines:

VERY VERY IMPORTANT BELOW READ CAREFULLY!!!!



is the first-place winner in the "easier said than done" Olympics. Most of us are too tied-up in our own world to really look at our businesses objectively and come up with a newsworthy story angle that can lead to free publicity.

That's why millions of trees are needlessly slaughtered each year to produce press releases that will never lead to a single news story. Reporters have a special place in their circular file for puffery, flackery and hyperbole. If you want to avoid this fate, then you must learn to think like a reporter.

This means:

- Being able to separate real news about your company from promotional puffery
- Being able to deliver a sharp story angle that will be of real interest to the news reading or viewing public
- Being able to deliver this angle in a professional, courteous way.

Some Basic Truths

Here are some truths that you ignore only at your own risk:

1. Reporters don't care about helping you.
2. Reporters are hassled all day by PR people and they're pretty much sick of it.


Reporters don't care about your website, your book, your products or your life story, unless.....

So what's the bottom line here?

When you design your public relations campaign, develop your angles, develop your media materials and begin contacting the press, always think:

"What can I do at this step that will make this more useful to a journalist?"

That means:


- developing story angles from a reporter's perspective
 - conducting yourself in a manner free of hype, clichés and puffery
 - Using proper etiquette when contacting a reporter or editor
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Developing an Angle

What does it mean to "develop a story angle from a reporter's perspective"?

Step away from your business. View it as a reporter looking for an interesting story. Remember, reporter's are looking for a story that will satisfy his editor and his readers. They are **NOT** interested in promoting you, only in crafting a story that will make readers stop and say "Hmmm, I never knew that. Now there's something I can use!."

Here are some "etiquette" secrets that can help you effectively work with journalists in generating bushels of free press.....


1. **Don't call to "see if they got your release."** Journalists hate this. Folks send out mass mailings and then call to see if the release made it there. If you really want to get a story in the Post, call first to pitch your story and then follow up with your release, photos, etc.
 2. **Plan your call around their deadlines.** Most papers are morning editions. Thus, journalists' deadlines range from 2 p.m. local time and on. Don't call during this time! The best time to reach a newspaper journalist: 10 a.m. to noon local time.
 3. **Don't start pitching right away!** If you get Joan Smith on the phone, don't just dive into your pitch. This is rude, as Joan may be on the other line, working on a story, entertaining guests or who knows what else. Start by saying something like, "Hi Ms. Smith, my name's Bill Jones and I have a story suggestion you might find interesting. Is this a good time for you?" Joan will reply "yes"--which is a green light to start your pitch, or "no"-- to which you reply, "When would be a good time to call you back?" Your courtesy will be greatly appreciated by the journalist...which can only help your chances.
 4. **Pitch to the voice mail.** It's fine to pitch your story to the reporter's voice mail. Keep it very short and end the message with your phone number. If you don't hear back, try again until you get the actual reporter or editor on the phone.
 5. **Don't read from a script!** The bane of many journalists' existences are 22-year-olds sitting in cubicles in big PR firms reading pitches off a sheet of paper. If you've ever been called by a telemarketer doing the same thing, you know how annoying it can be. Practice your pitch so that it seems natural and spontaneous.
 6. **Give them a story, not an advertisement.** Newspapers do not exist to give you publicity. They exist to provide readers with interesting stories. Your job is to give the journalist what he or she wants, while getting the free exposure. Make your
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pitch newsy, exciting and relevant. How about: "Ms. Smith, as you probably know, obesity among children is growing at an alarming rate. Because of the ridicule they face from other children, millions of overweight young people are being marked with lifetime scars that can seriously damage their self-esteem. I host a unique website, where overweight kids can anonymously express their feelings and discuss this issue. I think I've learned some important things about a very serious subject." That's a whole lot more interesting to an editor than: "Ms. Smith, I have a website where overweight kids post messages. Would you like to do a story about me?"

Follow up immediately. If she's interested, Joan Smith will ask for more information. Be sure you have a press kit (including news release and photo) ready to send . Send it out via priority mail, and write "Requested Information" below the address.

Call again. Now it's appropriate to call to see if Joan's received your stuff...after all, unlike a mass-mailed release, she asked for it! Ask if she's had a chance to look through it, and what she thinks. If she likes what she sees, you're about to get some very valuable free publicity!

Keep the following format in mind when writing a press release:

- The Headline is critical gets the reporter's attention
 - Equally important a subhead
 - The lead paragraph is critical
 - Identify stock symbols (this applies when a company is publicly traded)
 - The name of the company and a description should always be in lead paragraph
 - Include contact name and number at the end of the release or can be at top
 - Specify a "release" date
 - Check for grammar, spelling and accuracy
 - Always include a boilerplate (ending paragraph on company)
 - Include quotes from executives or relevant spokespeople
 - Use statistics when possible, reporters love stats (make sure they are correct)
 - You can use multiple subheads if appropriate
 - Pyramid style writing—Most important to least important
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Distinguishing Public Relations From Marketing, Advertising, Publicity, Etc.

PUBLIC RELATIONS is the management function that established and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.

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.

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.

PUBLICITY is information by an outside source that is used by the media because the information has news values. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement.



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.

PRESS AGENCY is creating newsworthy stories and events to attract media attention and to gain public notice.

PUBLIC AFFAIRS is a specialized part of public relations that builds and maintains governmental and local community relations in order to influence public policy.

LOBBYING is a specialized part of public relations that builds and maintains relations with government primarily for the purpose of influencing legislation and regulation.

ISSUES MANAGEMENT is the proactive process of anticipating, identifying, evaluating, and responding to public policy issues that affect organizations' relationships with their publics.

INVESTOR RELATIONS is a specialized part of corporate public relations



that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.

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.

Helpful Ideas in Crafting an Effective PR Campaign:

Identify PR Experts Who Can Help

If you're not a PR pro, that's okay. There are numerous experts you can tap, including officials at your institution. You might even want to form a PR committee to offer and/or help implement ideas.

Put the Campaign in Writing

Putting the public relations campaign in writing provides a roadmap for implementing activities leading up to and through the season. It is a guide, but it also helps hold you and your team accountable for assignments. Also, it is easier to evaluate the impact and success of a plan that is in writing. Sections for the plan might include:

Objectives




- Target audiences
- Tactics
- Timing
- Measurement

Select Target Audiences

Identify key audiences - fans, student-athletes, alumni, the public at large, commercial entities (current or future) and the like - that should be reached and what will interest them. These audiences should match those in the overall marketing plan, although PR might not reach all of them.


Identify Tactics to Communicate to Key Audiences

Communication tactics may include traditional channels, such as media (television, radio, newspapers and magazines) and Web sites, as well as non-media channels, such as grassroots or "word-of-mouth" by groups that are naturally enthusiastic about the sport or those who have had a positive personal experience with it. Tried and true media tactics include:

- **News releases** - develop a series of news releases that you can distribute to media prior to and during a season
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- **Media kit** - in addition to a news release, include background on the sport, a biography on the coaches, student-athletes, etc., and a fact sheet that includes event schedules and locations
- **Guest articles/op-eds** - submit articles written by you or the host institution's athletic director to local papers
- **Deskside visits** - you or the coach visit local media to create connection and dialogue, and generate coverage
- **Local radio and/or local TV media tours** - offer to go on air and talk about the sport to build excitement
- **Public service announcements** - develop 30- or 60-second announcements for on-air personalities to read over the radio
- **News conference** - gather media for a pre-season look at the team

Don't underestimate the importance and potential impact of non-media channels. Word-of-mouth can be considerably important in generating enthusiasm for a team, especially in a campus setting. Non-media channels might include:

- Civic organizations
 - Chambers of commerce
 - Booster clubs
 - Athletic clubs and associations
 - Campus and community leaders
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Spokesperson: Appoint a knowledgeable spokesperson who can talk with media about the team and season. This person should be available for news conferences, phone interviews, on-air interviews, media conference calls, etc.


Implementing the Campaign

Media Relations


Create awareness and interest in the championship by actively promoting the team to the media.

Media Selection: Compile a list of media contacts that includes radio, television, Web, and local publications. When selecting media contacts, consider your target audiences and the time it will take media to cover the team; give yourself ample time to "pitch" your story and the media outlet ample time to write/publish or air it.

General Tactics or Strategies:

- Call or e-mail media contacts to introduce yourself. Ask for a phone or in-person briefing to review/discuss each outlet's interest and plan for covering the season and how you can be a resource for them. Also ask for details on deadlines, needs, procedures, including how they prefer to receive news about the team. Listen to their ideas - and offer your own.
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- For instance:
 - A menu of story opportunities including statistics, anticipated milestones, records, etc., economic impact, ancillary events.
Your local newspaper might consider enhancing its coverage if you offer an way to help educate its readers in some way.
 - A media kit that summarizes the event, participants, schedule, etc.
 - Topics for guest articles or on-air interviews by your designated spokesperson.
 - Public service announcements that could be published or aired regarding the championship.
 - News conference schedule.


 - Keep each media outlet's goals in mind. If the outlet focuses on men's sports, do not pitch a women's soccer student-athlete for an interview. If the outlet focuses on general news, relate your event to the community, (e.g., the economic impact of the team on the city). Make sure whatever you pitch is news!
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- When emailing media, be concise. Shorter is better. Never send attachments, unless they are requested; embed the copy in the body of your email.
- Do not call to criticize media. Remember how many people, organizations and interest groups are "battling" for space or airtime.

Press Releases

Press releases help inform media of team-related news and events and can serve as a summary prior to news conferences in order to help them frame questions. If a press release contains a great deal of background statistics, then the release is a great tool for journalists who may need additional information to write a complete story. Follow these guidelines when preparing a press release:


1. Think of the press release as a quick look at the highlights of the event or announcement.
 2. Never write longer than two pages. Keep sentences short. Keep paragraphs short.
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3. Include the five W's - Who, What, Where, When, Why - in the first or second paragraph. The rest of the press release covers "How."
 4. Spell every name correctly. Names are misspelled in press releases all too often.
 5. Every press release must be typewritten. Leave one-inch margins and double space.
 6. Include the name of the contact person at your organization. In case more information is needed, include more than one telephone number and an email address.
 7. Do the press release NOW. Old news is useless news. Write it immediately. Email and/or fax it.
 8. Find an angle to make your press release unique.
 9. If the media outlet chooses to read your news release on the air, or publish it in the newspaper, they probably will shorten it by eliminating the information found at the bottom of the release. So, be sure that vital details are not at the bottom. Rule of thumb: only the first two paragraphs may make it in the newspaper. Make sure the most important information is at the top.
 10. If photographs accompany a press release, include a brief caption and send as high resolution file, but don't just send photos if not asked
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can clog up “email systems.” Include names, dates and locations for EVERY photograph.

Handling a Crisis Situation

Develop a plan for communicating with the media in the event that the sport becomes involved in some type of public relations crisis (i.e., an accident involving players or spectators, illegal use of banned substances by players/coaches, etc.) Although the crisis communication plan may not be utilized, it is better from a public relations standpoint to be proactive rather than reactive if such a circumstance should occur. The following guidelines are suggested to prepare for communication with the media during a crisis:

1. **Identify the Type of Crisis that Might be Encountered.** A crucial step in the formation of the crisis communication plan is to identify the crisis situations that the event is most likely to face. Successful event management includes thinking worst-case scenarios and preparing for them.
 2. **Develop a Strategy.** Identify a broad philosophy for dealing with a crisis if it does happen. Have a number of focused strategies in place to deal with specific types of crises. A strategy should be set in
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advance for management of the crisis and the primary goal of this strategy should be the protection of participants, spectators and participating institutions. Having a strategy set in advance will allow for quick action, which will decrease the time the media is out looking for answers on their own. This means the public relations staff must have access to high-level university officials and other key people in the event of a crisis. Frequent media updates must be made regardless of whether a resolution to the crisis is complete. Also, the most knowledgeable and appropriate people when providing explanations to the media must accompany the spokesperson.


3. **Form a Committee to Provide Leadership.** A small group of key decision makers who represent the institution and the athletics department should be made familiar with the crisis communication strategy. This group should be comprised of individuals who will be at the events and deal with potential crisis situations.
 4. **Identify a Single Spokesperson.** A single spokesperson should be identified to disseminate pertinent information to the media and the public in the event of a crisis. The designated spokesperson should always be available to respond to the media in an attempt to prevent the media from approaching other sources for information. Ask other staff members to refrain from comment and forward all media inquiries
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to the appropriate spokesperson. Brief an alternate spokesperson to take over in the event that the main spokesperson is called away from the event.

5. **Avoid Saying "No Comment."** This phrase raises suspicions and could cause mistrust toward the institution. It is also better to release negative publicity before someone else does. To allow an outside source to release negative information is to lose control of the story.
6. **Monitor Media Attention.** Evaluate how the media is covering the crisis in order to prepare for additional media inquiries. By keeping up to date and well informed, the institution will be prepared to better manage the crisis and provide information to the public (via media) in a timely and straightforward manner. This will help give the institution an honest and positive image, regardless of the crisis situation.

Ethics and Credibility in Public Relations


The greatest ethical pressure on public relations professionals comes from management misunderstanding of the role of public relations. If you believe it exists to present the company in the best possible light at all times, then deception and



media manipulation are going to be pretty necessary parts of the public relations tool-bag.

But if you believe our task is to create and build positive, productive relationships, the game changes. Any worthwhile relationship is founded on trust. And in any relationship, if you habitually lie, mislead, cover up or manipulate, the relationship is a dead bird.

So what should our standards be? What should we do and not do? Here are a few from my personal list on ethics to be practiced as a Public Relations practitioner:

- We don't lie.
 - We don't withhold facts if we know that by withholding them we actually mislead.
 - We don't buy favors. If a media trip is primarily a "jolly" for the journalists, rather than a chance to see and learn, then that is buying favors. And we don't.
 - We don't abdicate responsibility. We are not just messengers in Brooks Brothers suits. We are responsible for the information we provide. "Well, that's what I was told" isn't good enough. If we have reason to doubt the facts, we check and check again.
 - We don't make promises. And when we do make them, we keep them. And if we don't keep them, we admit the fact and put the record straight.
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And if we can't be straight, we quit public relations and start selling
Time Shares.


Public relations codes of ethics

Because public relations has roots in journalism and many of its practitioners were once journalists, there is an unfortunate tendency to apply journalism standards to public relations. It is, however, misguided and unfair to both professions. Despite using similar skills, the two fields are fundamentally different and seek different ends. Their ethical standards are also very different. That should not be interpreted as meaning that one of them is better than or worse than the other; they're just different, and it is important to understand those differences.

Journalists primarily serve the public's right to know.

In order to truly understand the role of Public Relations you must also understand the role of a journalist, which is not extensively covered in the textbook.

Working with journalists in the field of Public Relations is one of the primary functions. To begin your comparison of the differences in journalism and public relations ethics you should be familiar with the Society of Professional



Journalist's Code of Ethics, which is a similar code of ethics to that of the PRSA Code of Ethics.

The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility.

