

PUBLIC RELATIONS?

Public relations is as simple as a thank-you note and as complicated as a four-color brochure.

It's as specific as writing a news release and as general as sensing community attitudes.

It's as inexpensive as a phone call to an editor or as costly as a full-page advertisement.

It's as direct as a conversation between two people and as broad as a radio or television program reaching thousands of listeners or millions of viewers.

It's as visual as a poster and as literal as a speech.

HERE, MY FRIENDS, IS THE BIG QUESTION: What **IS *public relations***?

It's a term often used . . . seldom defined!

In its broadest sense, ***public relations*** is "good work, publicly recognized."

Believe me, there are no secret formulas. ***Public relations*** is simply: the group itself

saying—

- "This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support."

- Larry Litwin © 1971; © 1999

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