

From...

The Public Relations Practitioner's Playbook

A Synergized Approach to Effective Two-Way Communication*

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*** (The whole works better than any one of its parts)**

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COMMUNICATION DEFINITIONS

1. **Public Relations**---A management and counseling function that enables organizations to achieve relationships with their various audiences through an understanding of audience opinions, attitudes and values.
2. **Advertising**---Paid, non-personal communication, from an identified source, using mass media, to persuade or influence an audience.
3. **Marketing**---Business activities that direct the exchange of goods and services between producers and consumers.
4. **Marketing Mix**---A plan that identifies the most effective combination of promotional activities. (Sometimes referred to as *Integrated Marketing Communication*—*IMC* or *Mix Marketing*. Goal is to achieve **synergy**.)
5. **Public Service Announcement**---A type of public relations' communication that deals with public welfare issues and is typically run free of charge.
6. **Publicity**---Information supplied to a news medium without cost.

"Items you want to get into a newspaper and are willing to pay for are called **advertising**. Items you don't want in a paper are free and are called **news**."

Larry Litwin---7/98---Revised 7/30/01