

Instructions: Cut apart; distribute one strip to each candidate

1. "Good deeds or good conduct coupled with making those good deeds widely known."
--*Effective Public Relations*, first edition.

2. A function that "helps organizations anticipate and react to significant publics' perceptions and opinions and other changes in the social, economic, technological and political environment."
--*Effective Public Relations*, sixth edition.

3. "The management of communication between an organization and its publics."
--Grunig and Hunt, *The Concept of Public Relations*

4. "Public relations is a valuable ancillary to the educational system," because it disseminates "that minimum of information without which the individual will be unable to play his part as a citizen, an economic unit, a neighbor."
--Pimlott, British student of American public relations

5. Public relations is a management activity, based on mutual understanding. It has a system focus, and it has to do with the consequences of behavior. --Grunig and Hunt, *The Concept of Public Relations*

6. "Public relations is a philosophy and policy-influencing adjunct to the management process; a function of reconciliation; a catalytic agent; an ongoing preventive; an early warning system on critical issues." --Quoted by Rex Harlow, "Public Relations Definitions Through the Years," *Public Relations Review* 1997

7. "Publicity supplies accurate information concerning the subjects which it is of value and interest to the public to know."
--Ivy Lee, *Declaration of Principles*

8. "Public relations helps an organization and its publics adapt mutually to each other."
--Public Relations Society of America

9. "Public relations is an organization's efforts to win the cooperation of groups of people."
--Public Relations Society of America

10. Public relations is essentially a process of restoring a sense of community. This process of developing "community" applies to corporations and to various organizations, as well as to towns and cities.
--Dean Kruckeberg and Kenneth Stark, *Public Relations and Community*

11. "Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends."
--*Effective Public Relations*, seventh edition

12. "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance."
--*Public Relations News*

13. "The business of inducing the public to have understanding for and goodwill toward a person, firm or institution."
--Webster's Ninth New Collegiate Dictionary

14. "The art or science of developing reciprocal understanding and goodwill."
--Webster's Third New International Dictionary

15. "P for performance plus R for recognition equals PR"
--Anonymous

16. "Public relations is the continuing process by which we endeavor to obtain the good will of customers, employees and the public . . . inwardly through self-analysis and correction, outwardly through all the means of expression."
--National Automobile Dealers Association, 1952

17. "Public relations is a management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change. Public relations practitioners communicate with all relevant internal and external publics to develop positive relationships and to create consistency between organizational goals and societal expectations. Public relations practitioners develop, execute, and evaluate organizational programs that promote the exchange of influence and understanding among an organization's constituent parts and publics."
--Baskin, Aronoff and Lattimore, *Public Relations, the Profession and the Practice*, 1997

18. Public relations is the use of information to influence public opinion. Public opinion is the ultimate power in a free society, and the role of public relations is to ensure that the public has the information it needs to make informed decisions. --Robert L. Dilenschneider, *Public Relations Handbook*, 1987

19. The basic function of public relations "is to reconcile or adjust in the public interest those aspects of our personal and corporate behavior which have a social significance." --Harwood Childs, late 1930s