

## **Chapter Summary – Module Twelve**

Public relations can be defined as planned and sustained unpaid communication between an organization and its publics, both internal and external. Public relations specialists work for educational institutions, corporations, non profit organizations, and governments. Public relations professionals work closely with the management of organizations to plan and implement everything from press releases to complete video and audio packages. Some organizations define public relations as a consistently positive force. However, James Grunig, a prominent public relations scholar, notes that "not all public relations is done responsibly: neither is all medicine or law or journalism." Much of the output of public relations specialists is printed and broadcast in the mass media, sometimes without editing or fact-checking my media gatekeepers. Because of this, public relations is covert persuasion, and worthy of study by media consumers.