

## THE TERM PUBLIC RELATIONS

...means taking special account of human nature and the media through which it manifests itself. It is aptly called *applied psychology* or *applied sociology*.

It functions through two-way communication ... seeing that the **right people** get the **proper message** at the **correct time** from a **credible source**, in a way they:

- A. Understand
- B. Accept (even if they disagree)
- C. Act on! (or be drafted)
- D. Respond to (and be heard)

This is not intended as a simplistic definition. Though a broad expertise is essential, unless these fundamentals are kept clearly in sight, communications don't communicate.