Public Relations is a very vast and easily misunderstood department of work. It is often confused between advertising and marketing when in actuality, Public Relations is the relationship a person or business has with the public audience they are in. Edward Bernays, the father of Public Relations, says Public Relations means exactly what it says, the relations of a company or business and the public.

The first interview I conducted was with a Student from Indiana University Seth Beal. Seth gave a fairly close example of public relations to what we learned in lecture. He said that Public Relations is “how a company interacts with the public.” Which in a way compares to the lecture notes that say, “Public Relations is a strategic communication process that builds mutually beneficial relationships with the public.” He also went right along with lecture when he said, “Advertising is trying to buy or sell, and Public Relations is telling the community who you are.” I also agree with his point of needed to be a good people person in order to work in public relations. Sense you are dealing with people quite often I think public speaking and knowing your audience is also very important. Seth also said when he first learned about Public Relations he was watching Keeping up With the Kardashians. Which makes sense because they make money on how people view them. Seth mentioned that “they have to have good PR or they won’t make any money.”

The next person I interviewed was my father Steve. He thought about Public Relations in more of business type of way. He said that “Public Relations is how a business epoxes them self without selling anything, which is basically what we learned in lecture. He thinks of it this way because he is an Athletic Director at a highschool and he deals with public opinion and complaints all the time. He said “public relations is the most vital aspect of what we do in both
the educational and business fields.” I agree because how the public views your business decides how profitable you are. If a business has bad PR then they will ultimately fail. He said PR is also how you deal with people which is partially correct. But according to lecture it’s more of how you expose your brand without selling a product. He also said that being aware of who your audience is and and being a good people person is very important in PR just like Seth did.

The third and final interview I conducted was with Kelly School of Business student Sam Vermillion. He described public relations as the Relationship a business or company has with the public. Which compares to lecture and what the other two participants have said. Sam learned about public relations from his mom. She taught him the significance of having a good relationship with the public and the community you are in. He said the most important factor in having good PR is being trustworthy and reliable when the community needs your help. Sam believes that advertising and marketing is pushing the public to buy your product and Public Relations is letting the public know you are there and support the community. Which also coincides with lecture and the readings.

I also believe that there was a contrast between textbook definition and the participants definition because people are not educated enough on PR. That is also the reason people often confuse PR with Marketing and advertising. Once people are more educated in this field it will be less confused and people will be better within PR.

All three participants had very similar beliefs when it comes to Public Relations. However none of them said anything about PR being earned media or that it was mutual beneficial for the company and public like we learned in lecture. I also learned that many people do not connect PR to with exposing your brand. They think of it more on a personal level than
just having your name be put out to the public. Public Relations is one of the most important if not the most important aspects in the business world. For a business to thrive it has to have good Public Relations.
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