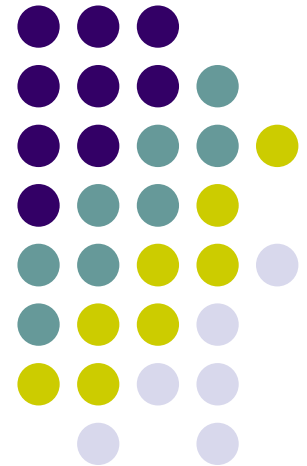


An Introduction of Public Relations

Technology
Industry
Issues
Ethics

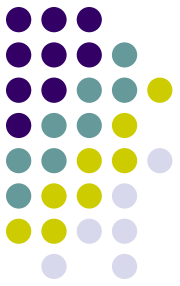




The History

- 49 B.C.E - Julius Caesar promotes himself in Caesar's Gallic Wars
- 1600 - Catholic church's *Congregation de Propaganda Fide* established
- 1792 - French establish first propaganda ministry
- 1904 - Ivy Lee becomes public relations counselor
- 1913 - Ludlow Massacre establish value of corporate public relations
- 1920 - the press release is invented
- 1923 - *Crystalizing Public Opinion*, first book on public relations published
- 1929 - Bernays stages Torches of Freedom march to promote smoking
- February 4th 1946 – PRSA Founded in New York City

The History



- 1955 - IPRA founded in London
- 1965 - IPRA, Athena, IPRA *Code of Conduct* become *Code of Athens* or *International Code of Ethics*
- April 17th 1968 - IPRA Code of Ethic revised in Teheran
- November 1991, IPRA Nairobi Code For Communication On Environment and Development
- December 15th 1972 → Perhumas born
- 1993, PR National Convention-Bandung publish: Kode Etik Kehumasan Indonesia (KEKI)
- 2000 – PRSA Code of Ethic revised
- 2003 – Paguyuban Humas founded in Jakarta by several Hospital Public Relations Practitioner

Government Public Relations

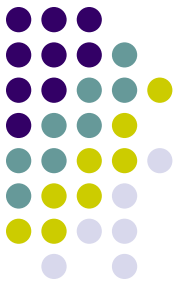
John D. Millet



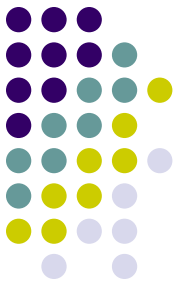
Based on book *Management in Public Services the quest for effective performance*: PR job descriptions

- Learning about public desires and aspiration
- Advising the public about what is should desire
- Ensuring satisfactory contact between public and government official
- Informing and about what agency is doing

Non-Profit Organization Characteristic



- Organized
- Independent
- Non-Profit Distributing
- Self governing
- Voluntary



any questions ?

MOTD:

**Great Minds discuss idea. Average Minds
discuss events. Small Minds discuss people**