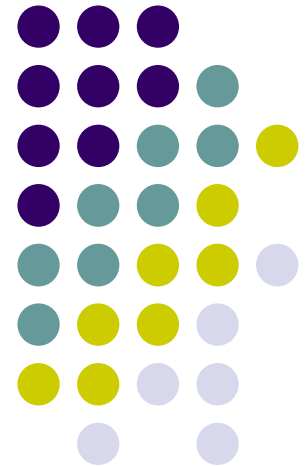


# An Introduction of Public Relations

History  
Technology  
Industry



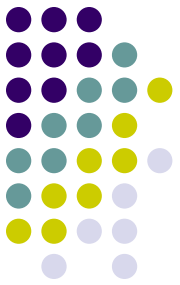
# The History



- 1955 - IPRA founded in London
- 1965 - IPRA, Athena, IPRA *Code of Conduct* become *Code of Athens* or *International Code of Ethics*
- April 17<sup>th</sup> 1968 - IPRA Code of Ethic revised in Teheran
- November 1991, IPRA Nairobi Code For Communication On Environment and Development
- December 15<sup>th</sup> 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

# Technology

## New Mass Media



- TV Leads the Way
- Video Conferencing
- Satellite Media Tours
- Video News Releases
- Web Casting
- Personal Computer
- Interactive Applications
- The Internet
- Third Generation Technology