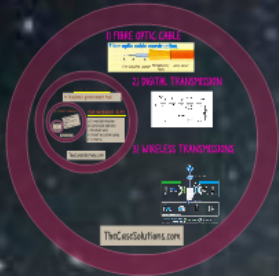


## THE IMPACT OF NEW COMMUNICATION TECHNOLOGY



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## WASTEWATER RECYCLING: PUBLIC RELATIONS FOR A CONTROVERSIAL TECHNOLOGY

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## CRITERIA TO BE FOCUS IN FUTURE

### 1) CREDIBILITY

- credibility is based on the realities of behavior as well as on favorable perceptions of that behavior

### 2) ACCOUNTABILITY

- consist of providing substantive verification for the contributions of PR

### 3) RESPONSIBILITY

- public practitioners and management have to demonstrate real knowledge and mastery of the industry

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## REQUIREMENTS OF TODAY'S PR PRACTITIONERS

### 1) PROFESSIONALISM

- take the pride and "tell the truth"

### 2) GENERALIZED SPECIALIZATION

- more conversant and knowledgeable

### 3) GUTS

- brave

### 4) ETHICS

- do kind with other people

### 5) LEADERSHIP

- must have vision, courage and character

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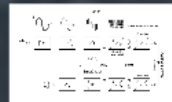
# THE IMPACT OF NEW COMMUNICATION TECHNOLOGY

## 1) FIBRE OPTIC CABLE

Fiber optic cable construction.



## 2) DIGITAL TRANSMISSION



## 3) WIRELESS TRANSMISSIONS



\* Academic government tool

THE INTERNET & WWW

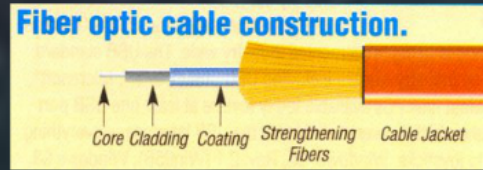
- E-mail distribution
- World Wide Web site
- Browsers were
- Usenet discussion group
- Listserv

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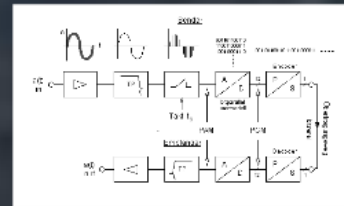
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# 1) FIBRE OPTIC CABLE



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## THE INTERNET

# Academic government tool

### INTERNET PROBLEMS

• difficulty in finding  
desired info  
• controversial security  
policies  
• slow connection

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### THE INTERNET & PR

- a) E-mail distribution
- b) World Wide Web site
- c) Brochure ware
- d) Usenet discussion group
- e) Listservs

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2) DIGI

# THE INTERNET

# Academic government tool

## INTERNET PROBLEMS

- a) difficulty in finding desired info
- b) controversial security probs
- c) time consuming

**INTERNET PROBLEMS**

- 1) Difficulty in finding desired info
- 2) Controversial security probs
- 3) Time consuming

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## THE INTERNET & PR

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3) WIR

# INTERNET PROBLEMS

- a) difficulty in finding desired info
- b) controversial security probs
- c) time consuming

## OTHER COMPUTER APP

- 1) Dictation and voice generation
- 2) Expert systems
- 3) PR management tools
- 4) Processing of new releases
- 5) E-mail
- 6) Desktop publishing
- 7) Mailing lists
- 8) Online conference
- 9) Graphics
- 10) Facsimile transmission

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# TH

- a) E
- b) W
- c) B
- d) U
- e) L

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