THE IMPACT OF NEW COMMUNICATION TECHNOLOGY

WASTEWATER RECYCLING: PUBLIC RELATIONS FOR A CONTROVERSIAL TECHNOLOGY

REQUIREMENTS OF TODAY'S PR PRACTITIONERS

1) PROFESSIONALISM
   - take 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

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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THE IMPACT OF NEW COMMUNICATION TECHNOLOGY

1) FIBRE OPTIC CABLE
2) DIGITAL TRANSMISSION
3) WIRELESS TRANSMISSIONS

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1) FIBRE OPTIC CABLE

2) DIGITAL TRANSMISSION

3) WIRELESS TRANSMISSIONS
THE INTERNET

# Academic government tool

INTERNET PROBLEMS

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

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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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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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