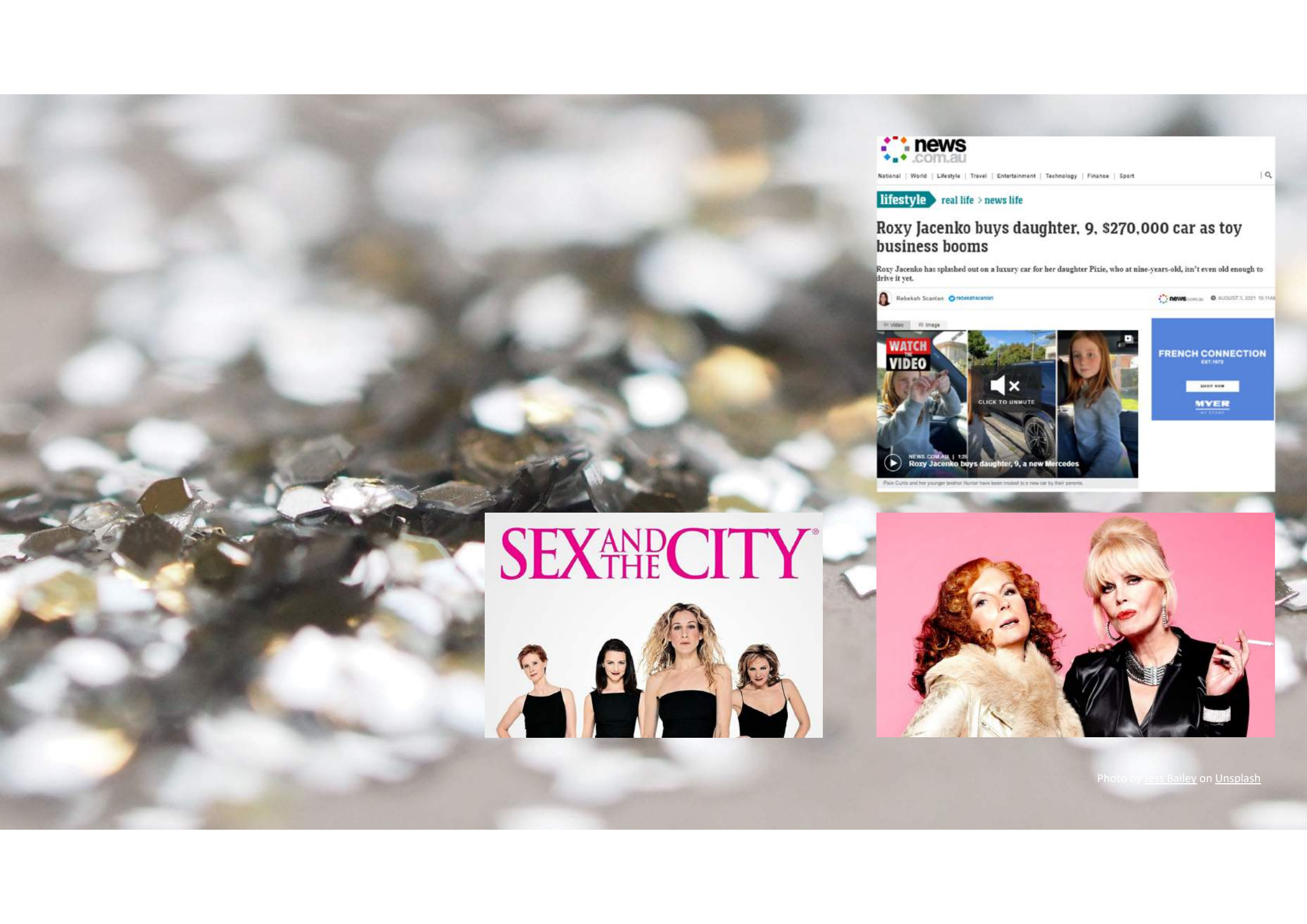




Beyond the spin, glamour & deception: Why society needs public relations

Associate Professor Katharina Wolf
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School of Management and Marketing
Faculty of Business and Law
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Roxy Jacenko buys daughter, 9, \$270,000 car as toy business booms

Roxy Jacenko has splashed out on a luxury car for her daughter Pixie, who at nine-years-old, isn't even old enough to drive it yet.

Rebekah Scanlan @rebekahscanlan

NEWS.COM.AU | AUGUST 3, 2021 10:11AM

WATCH THE VIDEO

CLICK TO UNMUTE

NEWS.COM.AU | 1:29
Roxy Jacenko buys daughter, 9, a new Mercedes

PIXIE CURTIS AND HER YOUNGER BROTHER HUNTER HAVE BEEN TREATED TO A NEW CAR BY THEIR PARENTS.

FRENCH CONNECTION
EST. 1972

SHOP NOW

MYER
EST. 1954



Photo by [Jess Bailey](#) on [Unsplash](#)

 The West Australian

McGowan Government's \$640,000 Kwinana outer harbour ...

McGowan Government's \$640,000 Kwinana outer harbour spin doctor bill ...
The polite term used was marketing and communications.



 The Courier Mail

Spin doctor hires outstrip teachers, police – even population

The State Government is hiring spin doctors at a faster rate than some ...
media, communication and marketing employees grew by 22.5 per ...



 The Australian

Daniel Andrews' spin doctor writes the playbook

The emails, dated May and June of 2020, offer an insight into the close
working relationship between QDOS – owned and operated by Labor ...





Photo by [Austin Distel](#) on [Unsplash](#)



Photo by [Chris Yang](#) on [Unsplash](#)



Campbell's
CONDENSED



Chicken
Noodle
SOUP

Campbell's
CONDENSED



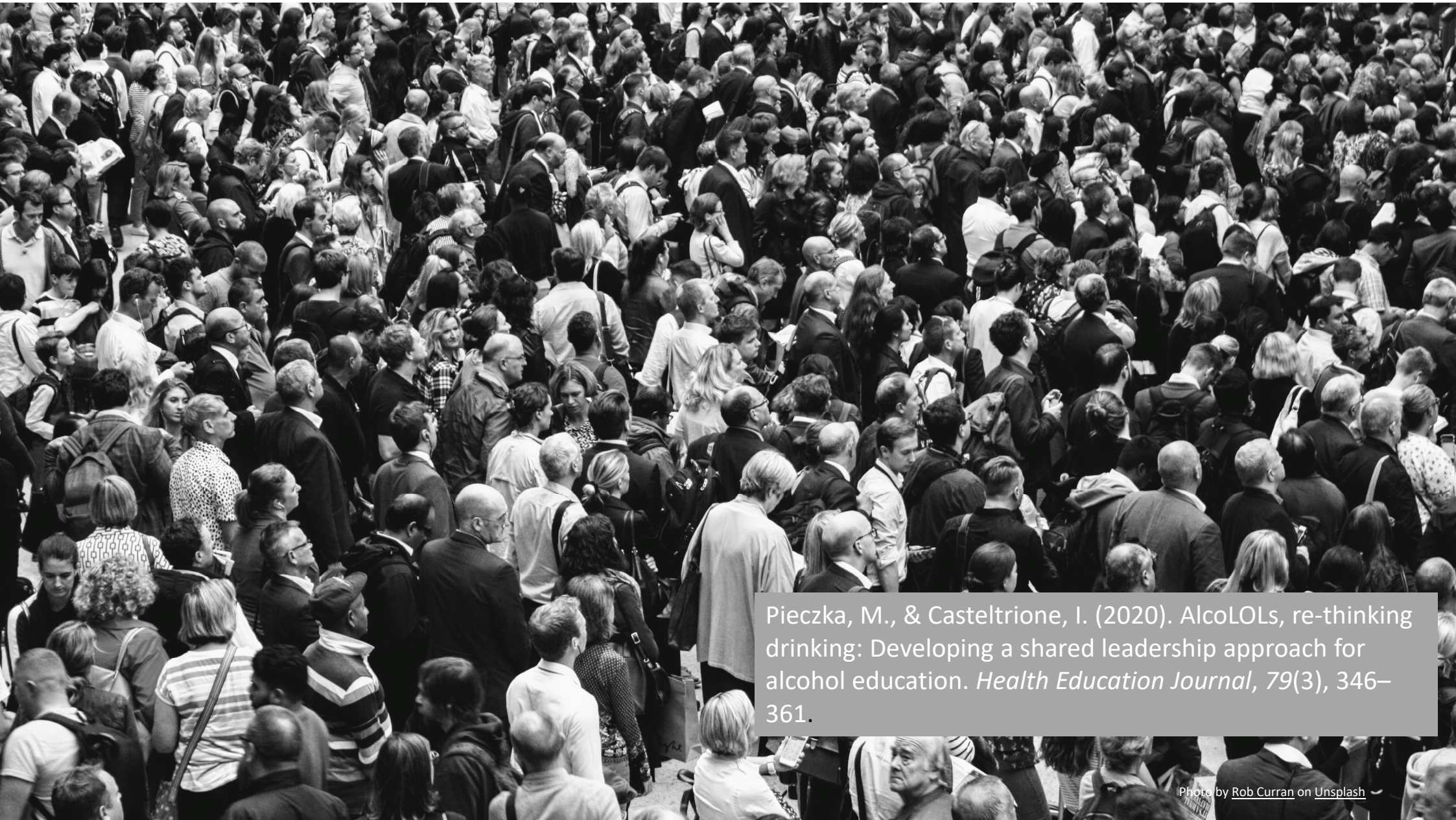
Chicken
Noodle

Campbell's
CONDENSED



CHICKEN NOODLE

24



Pieczka, M., & Casteltrione, I. (2020). AlcoLOLs, re-thinking drinking: Developing a shared leadership approach for alcohol education. *Health Education Journal*, 79(3), 346–361.

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I N F L U E N C E R



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Photo by [Jen Theodore](#) on [Unsplash](#)



Photo by [Maarten van den Heuvel](#) on [Unsplash](#)

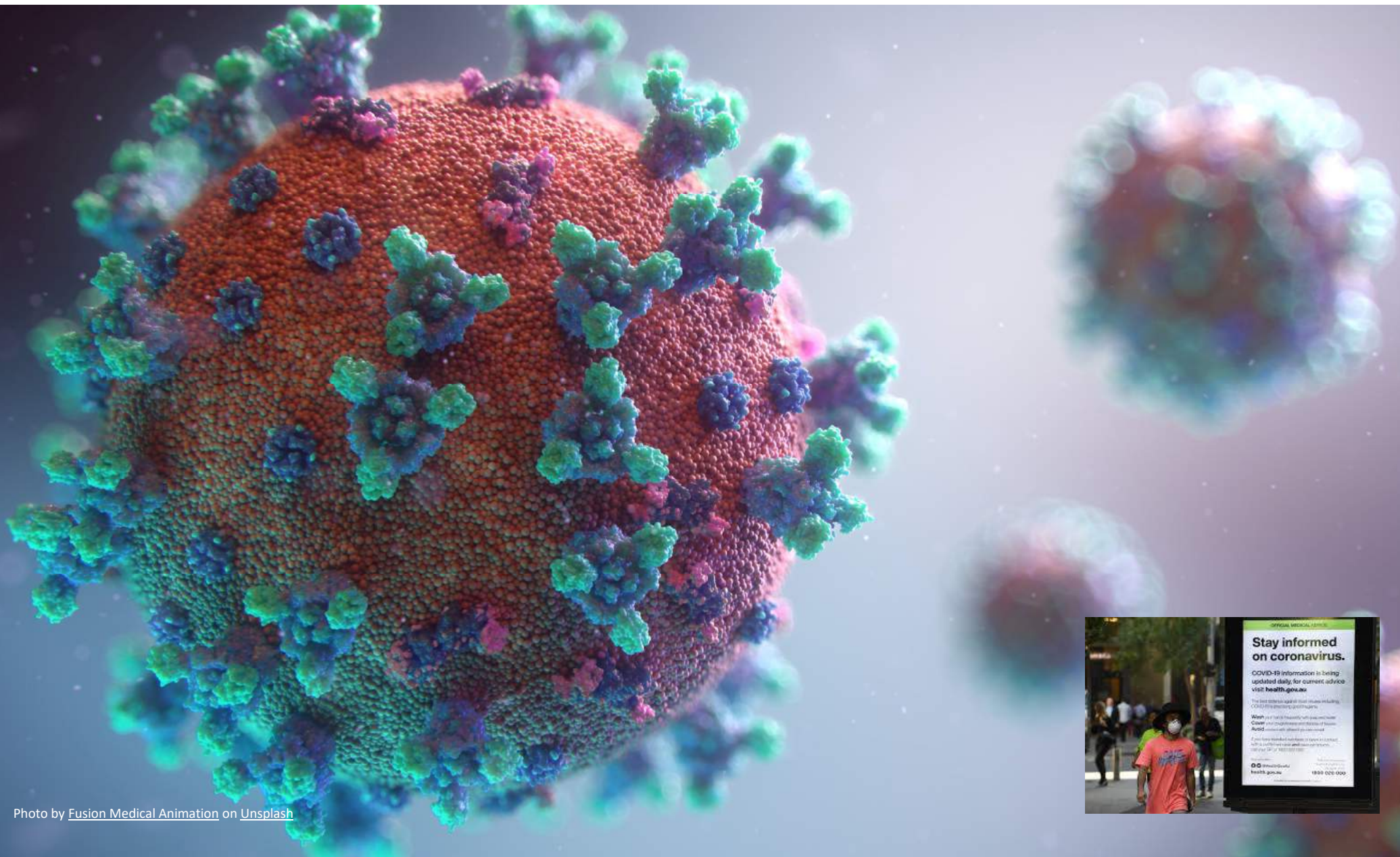


Photo by [Fusion Medical Animation](#) on [Unsplash](#)

Stay informed on coronavirus.

COVID-19 information is being updated daily, for current advice visit [health.gov](#).

The CDC website, social media channels including [@CDCgov](#), and other agencies.

Watch for updates frequently both on our home page and on our social media channels. Follow [@CDCgov](#) on Twitter, Facebook, and YouTube.

A full line of needed supplies is being distributed. All CDC resources are available at [health.gov](#).

CDC [www.cdc.gov](#)
health.gov 1-800-022-0000



Photo by [Chandler Cruttenden](#) on [Unsplash](#)



“Public relations is 90% doing and 10% talking about it ”


Arthur W. Page Society,
<https://page.org/site/historical-perspective>

“...is not what you think you are; it is how others perceive you. It is the connections your employees have with your customers and stakeholders, how they behave and how engaged they are with your organisation. It is about reacting in the right way when things go wrong.”

SenateSHJ (2020), p. 5

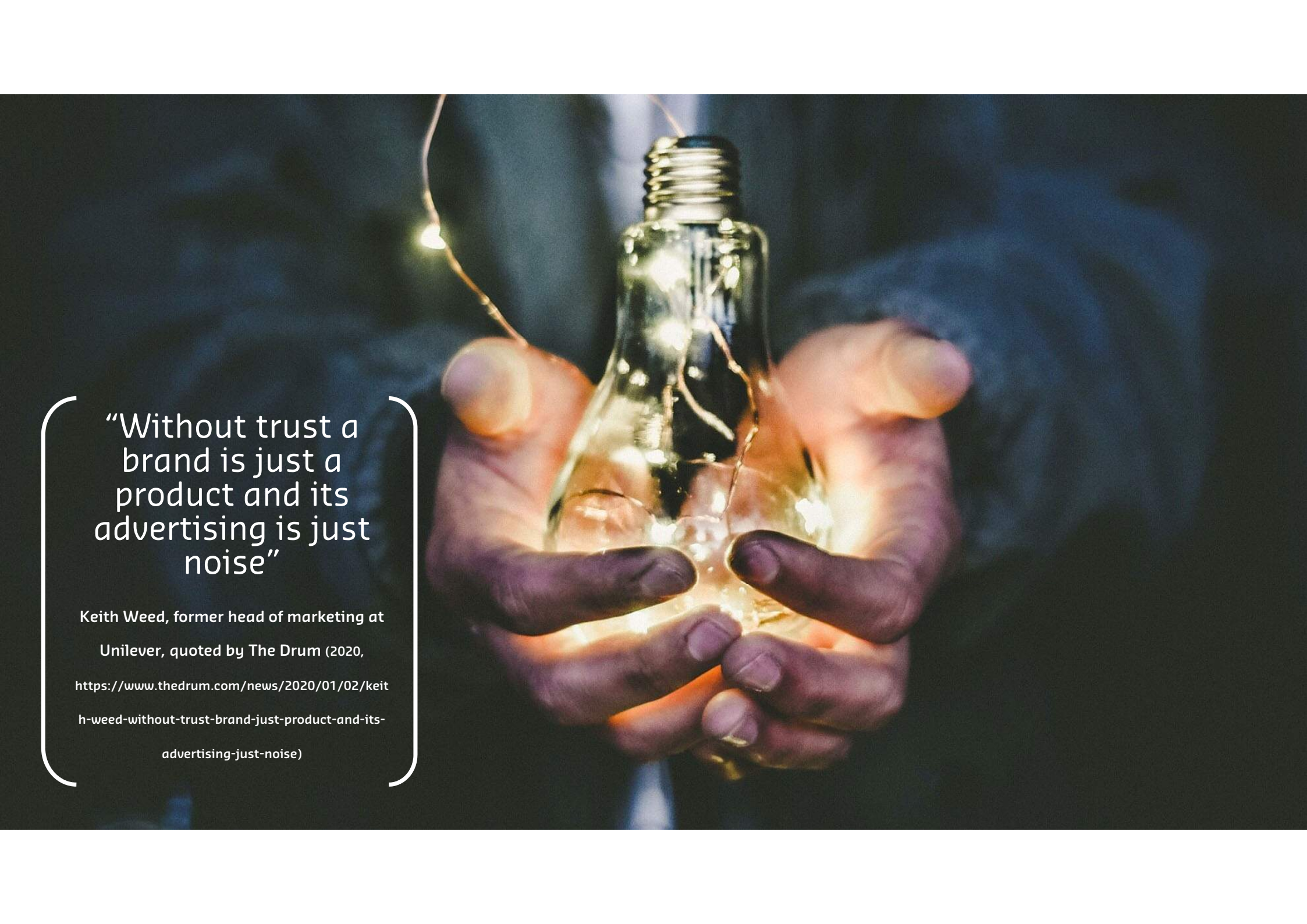


Photo by [Michael Longmire](#) on [Unsplash](#)

A photograph of a single, vibrant green tree standing on a dark, volcanic ash landscape. The tree is positioned on the right side of the frame, and its shadow is cast long and dark across the ash towards the bottom left. The ash is a fine, dark grey color with some small rocks and debris scattered throughout. The overall scene is desolate and emphasizes the contrast between the living tree and the dead landscape.

“Character is like a tree
and reputation like a
shadow. The shadow is
what we think of it; the
tree is the real thing”

Abraham Lincoln

A close-up photograph of a person's hands holding a glowing incandescent lightbulb. The lightbulb is the central focus, emitting a warm, yellow light. The person's hands are visible, with fingers gently gripping the bulb. In the background, there are out-of-focus string lights, adding a soft, bokeh effect to the scene. The overall mood is one of inspiration and care.

“Without trust a
brand is just a
product and its
advertising is just
noise”

Keith Weed, former head of marketing at

Unilever, quoted by The Drum (2020,

[https://www.thedrum.com/news/2020/01/02/keith-weed-without-trust-brand-just-product-and-its-](https://www.thedrum.com/news/2020/01/02/keith-weed-without-trust-brand-just-product-and-its-advertising-just-noise)


[advertising-just-noise\)](https://www.thedrum.com/news/2020/01/02/keith-weed-without-trust-brand-just-product-and-its-advertising-just-noise)

advertising-just-noise)



See: <https://amecorg.com/>

Photo by [Diana Polekhina](#) on [Unsplash](#)



“The art and social science of analyzing trends, predicting their consequences, counseling organizational leaders and implementing planned programs of action, which will serve both the organization and the public interest”

World Assembly of Public Relations Associations (1978)

Summary of key points

- At its core public relations is exactly what it says: it's about people AND relationships
- Public relations is about engagement with a broad range of stakeholders
- The original home of influencer engagement
- The eyes and ears of an organisation
- The ethical guardian
- Strategic solutions as opposed to channel focus
- Lobbying doesn't need to be murky: Good PR is often invisible
- The bucket or bank of goodwill
- It's not about the shade – but the tree: ESG pillars will be core to reputation
- Measuring what really matters – beyond the feel good factor
- Public relations – as a profession and discipline – performs a crucial role in society

THANK YOU

Questions or feedback: please
contact K.wolf@curtin.edu.au

