

Marketing News

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Public relations

Corporate transparency, crisis management and ethical behavior will be topics of focus in public relations in 2006. Given the explosion of online public forums and free-form opinion centers such as blogs, PR pros are learning how to guard against, and react to, unsubstantiated reporting that can affect company image. They also are learning how to take advantage of these outlets in an ethical way.

◆ Clumsy PR efforts, such as Web logs created by public relations specialists posing as independent opinion-makers and press releases reported online as legitimate news, will continue to be exposed in 2006, reinforcing the need for ethical public relations practices.

“Dishonest or misrepresentative behavior is quickly and ruthlessly identified,” says Rodney Ferguson, managing director and principal at the Washington, D.C., office of Lipman Hearne. Because of the convergence of communications, PR professionals will become more vigilant in targeting their practices. “(We have) many more media choices, some good and some bad. The more choices, the more rigorous your ethical and professional standards need to be,” says Lloyd Trufelman, president of Trylon Communications Inc., a public relations firm based in New York.



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