

The Penn State Strategy of Public Relations

A November 9, 2011 “USM Mailout” included the following:

“University Communications Launches New Website

The Office of University Communications has launched a new website with tools and resources to assist units with communication needs. *Here, information can be found on the available communication services as well as important resources to help ensure the university is promoted in the best way possible.* (Emphasis added.)

University Communications provides services such as university news coverage, Web content management, graphic design, printing, copy writing, marketing and video production. There are several forms on the website to assist you in more efficiently accessing these services. To begin using these new tools, resources and forms, visit <http://www.usm.edu/uc>. For questions about the site or the services offered by University Communications, call 601.266.4491 or email universitycommunications@usm.edu”

Question for everyone at USM:

Instead of the above statement, why not say, “...Here, information can be found on the available communication services as well as important resources *to help ensure the university’s information is offered in the most honest way possible...*”?

Until universities learn the habit of openness and honesty from top to bottom, they will continue to practice what is quickly becoming known as the Penn State strategy of public relations. If USM doesn’t learn to offer information in the most honest way, it’s just a matter of time before USM, too, earns its national reputation as a practitioner of the Penn State strategy of public relations.