

# PRESS AGENCY & PUBLICITY



Press Agency and Publicity is a method of Public Relations developed in the 19th century that uses a shotgun approach of saturating the airwaves with relatively simple, repetitive messages. The primary motivation is profit and the main strategy is media relations. Truth, fairness, decency, taste and ethics are not a part of this method.



Press Agency and Publicity uses propaganda, persuasion and manipulation to influence audiences to behave as the organization desires.

One of the main differences between this model and the Public Information model is the practice of attracting the attention of the press through techniques that manufacture news, no matter how bizarre.



In the press agency and publicity model, communications professionals use persuasion to shape the thoughts and opinions of key audiences.

It is a one-way form of communication to get the audience's attention whether positive or negative.

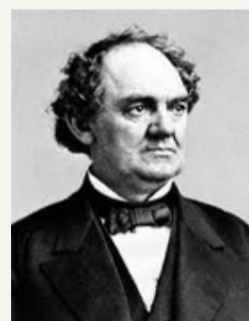
In this model, accuracy is not important and organizations do not seek audience feedback or conduct audience analysis research.



Represents lowest ethical standards because the news agent is not restricted to telling the truth.

Generates news for the sake of news

Does not provide all the information to make an informed decision



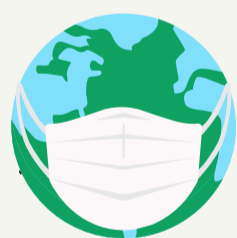
P.T. Barnum "The Greatest Showman on Earth" and master of hype and deception. He became famous by using many press agency tactics to gain attention for his circus shows and attractions. He was famous for coming up with the phrase, "There is no such thing as bad publicity." Barnum even told people that some of his attractions were hoaxes to generate publicity and keep the story alive.



## Case Study of Press Agency & Publicity

### COVID-19 Virus Worldwide Pandemic

Selected studies indicate that COVID-19 vaccine hesitancy involves factors such as political scenario, spread of misinformation, regional differences in each territory regarding Internet access, lack of access to information, history of vaccination resistance, lack of information about the disease and the vaccine, concern about adverse events, and vaccine efficacy and safety.



This use of propaganda by the United States government or political parties had the goal of changing public opinion.

The COVID-19 crisis has exposed the public to considerable scientific uncertainty, which may promote vaccine hesitancy among individuals with lower tolerance of uncertainty.



Many people were reluctant to take the COVID-19 vaccine due to factors such as political agenda, spread of misinformation, lack of access to information about the disease and the vaccine, and concerns about adverse events, vaccine efficacy and safety.



Distrust in public health experts and recommendations likely contributes to vaccine hesitancy and inhibits widespread adoption of COVID-19 vaccination, which has been advocated by public health agencies across the US and throughout the world. Past studies have shown that individuals with low trust in scientific experts and information have low confidence in vaccines and are less likely to get them. This lack of trust puts the entire world at risk

