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members accountable to their
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and searchable public
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through training,
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organization and the public.
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publicity differ in that PR
is controlled internally,
whereas publicity is not
controlled and contributed
by external parties. Public
relations may include an

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Organization or individual
gaining exposure to their
audiences using topics of
public interest and news
items that do not require
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to an industry consensus to
categorize PR work into a
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advocate for their client,
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on leadership recognizing
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professional is loyal and

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He is the author of five
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Practice and his past chair
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