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However, when the dynamics of these two unique professions are established, their interaction becomes apparent.

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The Public Relations Society of America (PRSA) released a modernized definition of PR in 2012 that states, “Public relations is a strategic communication process that builds mutually beneficial relationships between

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Organizations And their publics”

(PRSA Staff, 2012). In order to build these mutually beneficial relationships with publics, most corporations and larger companies enlist the support of external PR agencies to help the in-house team handle the

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demands of the job.

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more collaborative, socially  
conscious enterprise with  
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problem-solving and shared goals, public interest communications--or strategic communication efforts to influence outcomes on issues that transcend the particular interests of any single organization (Fessmann, 2016)--will become

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