

**NAPCS Product List for NAICS 54182: Public Relations Agencies**

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
54182	1	X				Full public relations services	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810
54182	1.1			X		Full public relations services, personal promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810
54182	1.2			X		Full public relations services, product promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a product. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810
54182	1.3			X		Full public relations services, place promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a place. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810
54182	1.4			X		Full public relations services, idea or policy issue promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a policy issue or idea. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810

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54182	1.5			X		Full public relations services, other type of promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting something other than a person, product, place or idea. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	541820 541810
54182	2					Media relations services	Developing and implementing strategies for communicating with media to help shape public perception, respond to media inquiries, and provide appropriate information on behalf of the client.	541820
54182	2.1	X				Training services, media relations	Providing training to an organization's spokespersons or to employees in general on communicating correctly with the media.	541820 61
54182	2.2	X				Publicity services	Developing and disseminating planned messages through selected media without payment to the media, to further an organization's interest, product, service, cause, or event.	541820
54182	3	X				Crisis management services	Identifying potential problem areas for the client and developing strategies to prevent situations from developing into crisis. And, developing and implementing communications strategies for handling a crisis which has already occurred.	541820
54182	4	X				Lobbying services	Developing strategies to influence key legislature and regulatory government officials to support public policy positions favorable to the client's objectives. Also known as "governmental affairs".	541820

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54182	5	X				Public relations event management services	Developing and implementing a public relations strategy through the use of special events or event sponsorships.  Includes products 3 on 5619 list and 5 on 711 list.	541820
54182	6	X				Media monitoring and analysis services	Collecting and recording editorial coverage published in various mass media about the client or its competition ("clipping service") and preparing analysis of the coverage.	541820
54182	7	X				Fundraising organization services	Preparing and carrying out fundraising campaigns, for a fee or commission.  Includes: • setting goals, planning a campaign, preparing a cost analysis and budget, and managing the campaign itself.  Same as product 13 on 5614 list.	541820
54182	9	X				Public relations services, nec.	Other public relations services, not elsewhere specified.	541820