

## **Transformation of Public Relations Agencies Through Evaluation of Golin Harris' Evolution to the G4 Model Using Public Relations Theories**

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The study developed a critical analysis of public relations agency Golin Harris and their new G4 Model. This analysis was conducted by an upper-level undergraduate class *PR Leadership: From an Agency Perspective*. The eight-member, advanced class, team-researched, compared, and contrasted the new model with their previous approach to agency functions. Using key public relations theories, this PR evolution was examined to assess just what this change means to consumers, clients, and other public relations agencies. The theories used were Speech Act Theory, Social Constructionism, Weikian, Strategic Issues Management, and Diffusion of Innovation Theory. An evaluation of the documents provided by Golin Harris which documented the changes from generalized to specialized functions within their new model were identified for analysis. These functions are clustered into four communities: catalyst (coordinator role), connectors, creative, and strategist. Findings from the research and evaluation concluded that GH has moved to a more process approach to communication (less hierarchy or management emphasis) including a leveling of titles to emphasize openness (includes designing a new building with open space for offices). This seems like a strong step in the right direction for an agency, especially to see how some of the theories are integrated into this more communicative approach.

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