



Marketing Essentials

Section 17.3 Public Relations

Public Relations

Why It's Important

Public relations is image-building. A company is concerned with how its employees, customers, and the general public (including its stockholders) view it. This section explains how the public relations department of a company fosters goodwill among the public.

Public Relations

Key Terms

- customer advisory boards
- consumer affairs specialists
- community relations
- news release
- press kit
- press conference



Public Relations

The Nature and Scope of Public Relations

Businesses want to present a positive image to their customers, employees, and the general public. Well-planned and organized public relations efforts can increase sales, reinforce a good reputation, and increase the willingness of consumers to respond to advertising efforts for a company's products.



Public Relations

Customer Relations

Good communication between employees and customers is vital in promoting a favorable business image. Many businesses go beyond courtesy to offer special services and amenities such as on-site restaurants and child-care facilities in order to maintain good customer relations.

Public Relations

Customer Relations

Customer advisory boards are panels of consumers who make suggestions about products and businesses.

National companies often employ **consumer affairs specialists** to handle customer complaints and to serve as consumer advocates within the firm.

Public Relations

Employee Relations

Successful businesses have loyal and well-motivated employees who feel they are important to the company. Some examples of programs for employees include providing:

- Tuition reimbursement for college courses
- Newsletters for and about the company and its employees
- Recreational programs
- Employee recognition programs for improvements in performance and efficiency



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Community Relations

Community relations refers to the activities that a business uses to acquire or maintain the respect of the community, such as participating in and sponsoring activities that benefit the community's civic, social, and cultural life.

- **Example:** Sponsoring the Special Olympics, or providing mentors for students.



Public Relations

The Role of Public Relations Specialists

The principal task of a public relations specialist is to publicize the good news about a company and its products—and to control the damage done by any negative news.

Public relations specialists work in the public and private sector.

SECTION 17.3 **Public Relations**

Writing News Releases

A **news release** is a prewritten story about a company that is sent to the media containing information about the company's employees, stores, operations, products, corporate philosophy, or participation in an event or program.



Public Relations

Writing News Releases

A news release must contain newsworthy information in order to be picked up by the media. It should be properly formatted and answer five basic questions: who, what, where, when, and why.

Public Relations

Other Public Relations Duties

In addition to writing news releases, public relations specialists also perform these tasks:

- Prepare annual reports, brochures, and responses to customer inquiries.
- Write feature articles for trade magazines.
- Develop **press kits**, which are folders containing articles, news releases, feature stories, and photographs. These are given to the media to assist in reporting.