

Effective PUBLIC RELATIONS

Public Relations

Concept and Practice

“Public relations is the attempt, by information, persuasion, and adjustment, to *engineer* public support for an activity, cause, movement or institution.”

Edward L. Bernays, 1955

“The deliberate, planned and sustained effort to establish and maintain *mutual* understanding *between* an organization and its publics.”

British Institute of Public Relations

Elements of Public Relations:

1. Conducts a planned and sustained program as part of an organization's management.
2. Deals with the relationships between an organization and its publics.
3. Monitors awareness, opinions, attitudes and behavior inside and outside the organization.
4. Analyzes the impact of policies, procedures and actions on publics.

Elements of Public Relations (continued):

5. Adjusts those policies, procedures, and actions found to be in conflict with the public interest and organizational survival.
6. Counsels management on the establishment of new policies, procedures, and actions that are mutually beneficial to the organization and its publics.

Elements of Public Relations (continued):

7. Establishes and maintains two-way communication between the organization and its publics.
8. Produces measurable changes in awareness, opinions, attitudes, and behaviors inside and outside the organization.
9. Results in new and/or maintained relationships between an organization and its publics.

Public Relations...

- ...is the management function that builds and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.

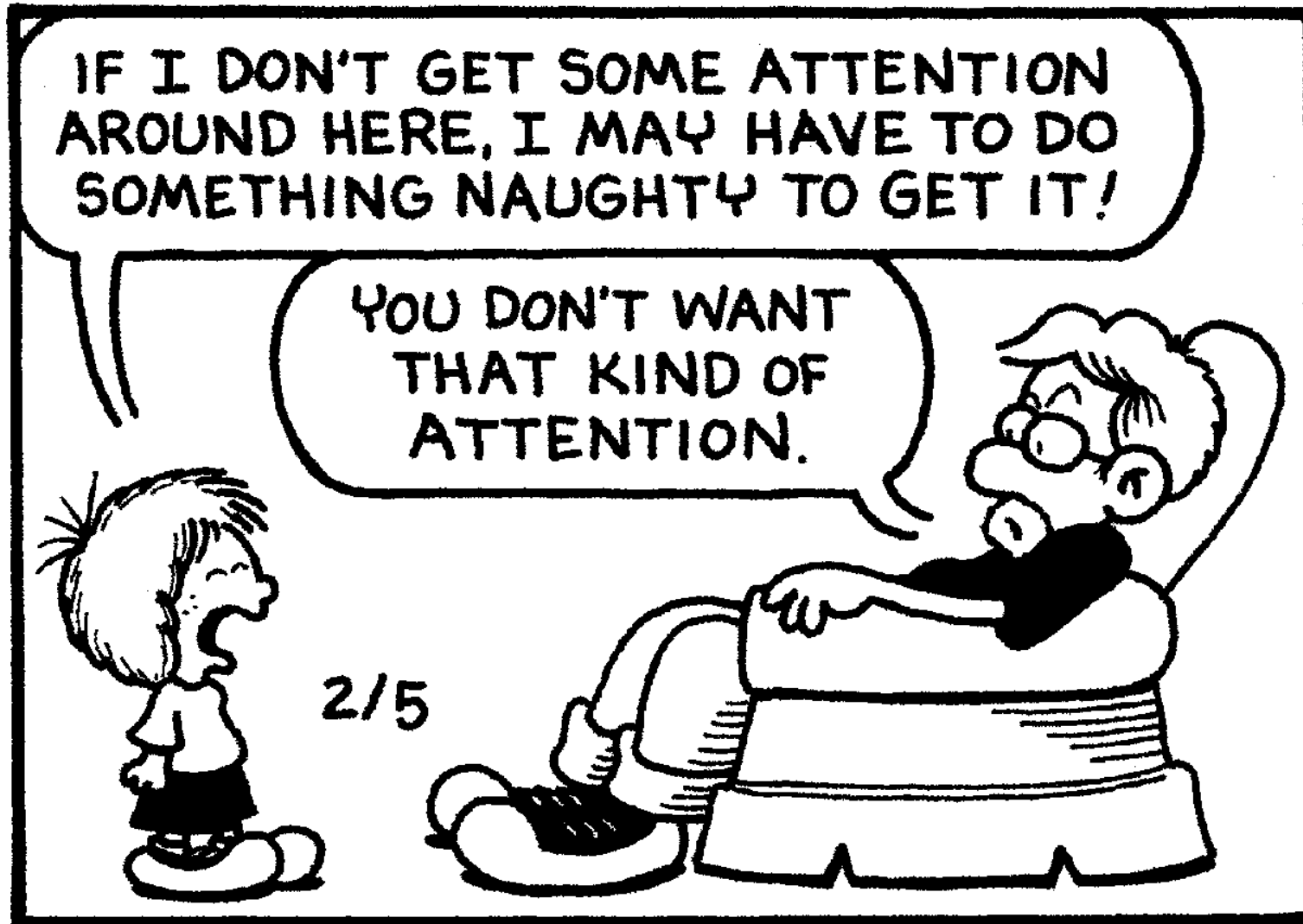
Marketing...

- ...is the management function that identifies human needs and wants, provides "products" to satisfy those needs and wants, and causes transactions that deliver products and services in exchange for something of value to the provider.

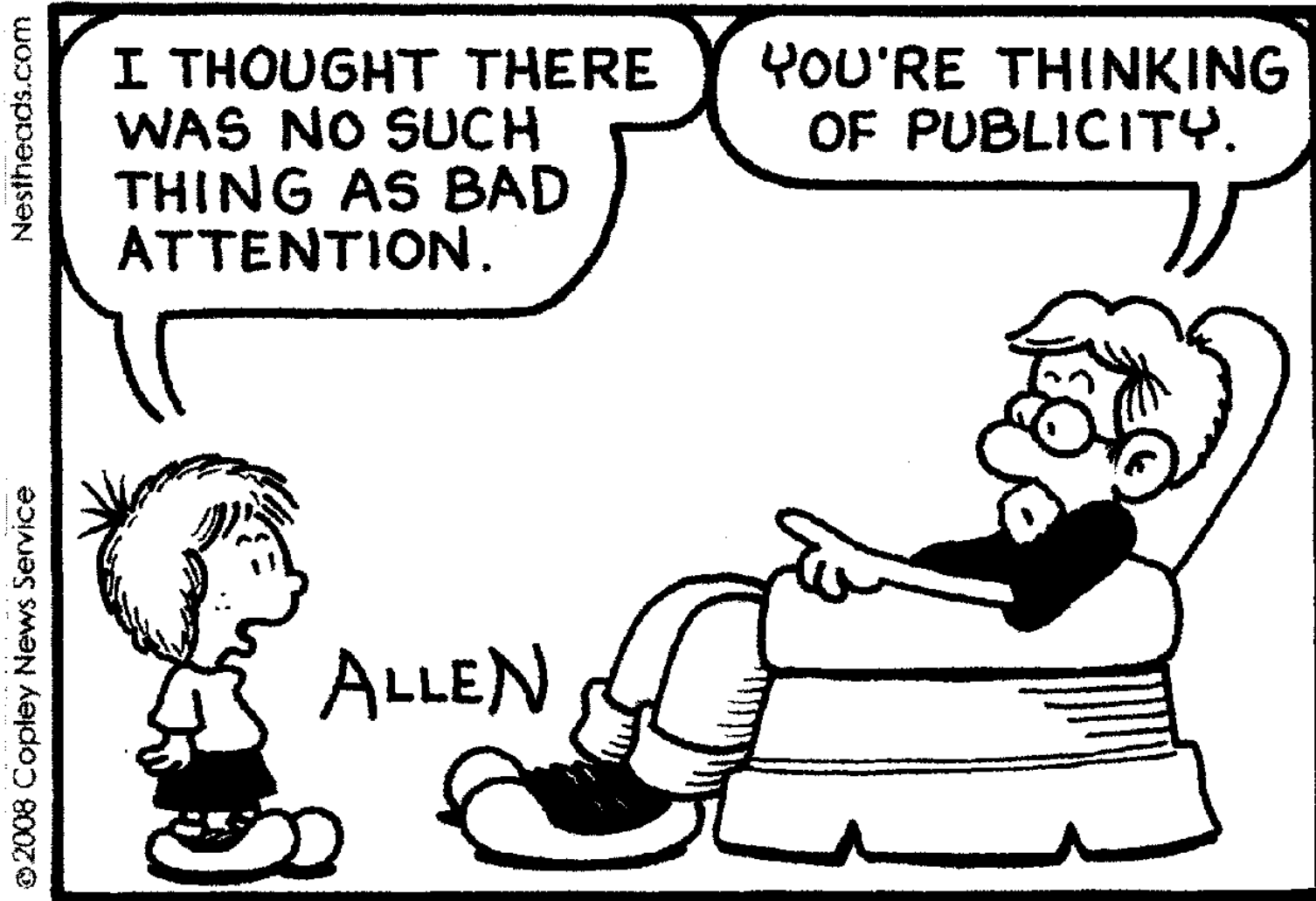
Confusion between publicity and advertising

Publicity...

- ...is information from an outside source that is used by the media because the information has news value.
- Publicity is an *uncontrolled* method of placing messages in the media because the source does not pay the media for placement.



Nest Heads Comic Strip (Used with permission)



Advertising...

- ...is information placed in the media by an identified sponsor that pays for the time and space.
- Advertising is a *controlled* method of placing messages in the media.

Internal Relations...

- ...is the specialized part of public relations that builds and maintains mutually beneficial relationships between managers and the employees on whom an organization's success depends.

Public Affairs...

- ...is the specialized part of public relations that builds and maintains relationships with governmental and community stakeholder groups in order to influence public policy.

Lobbying...

- ...is a specialized part of public relations that builds and maintains relations with government primarily for the purpose of influencing legislation and regulation.

Issues Management...

- ...is the proactive process of anticipating, identifying, evaluating, and responding to public policy issues that affect organization's relationships with its publics.

Investor Relations...

- ...is a specialized part of corporate public relations that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.

Development...

- ...is a specialized part of public relations in nonprofit organizations that builds and maintains relationships with donors and members to secure financial and volunteer support.

Core Axioms of Public Relations:

1. Public relations takes a broad view of an organization's environment by attending to a wide range of issues and relationships with stakeholders.
2. Public relations is part of strategic management, seeking to avoid or solve problems through a goal-directed process.
3. Public relations outcomes must be quantified and measured. This requires a detailed understanding and assessment of what's happening now and of desired future states.

Core Axioms of Public Relations (continued):

4. Strategic planning begins by identifying the current conditions motivating the process, the contributing forces and actors in the situation, the objectives to be achieved with each target public, and the overall program goal.
5. Public relations programs outline how the organization will get from where it is, to where it wants to be.
6. Public relations initiatives must have senior management's support and cooperation, and cannot be isolated from other operations.

Core Axioms of Public Relations (continued):

7. Success or failure depends more on what the organization does than on what it says, unless the communication itself becomes a problem. Success, however, requires a coordinated program of deeds and words.
8. Success also requires that all actions, communication and outcomes are ethical, legal, and consistent with the organization's social responsibility.
9. Ultimately, success will be judged by the organization's impact on society and culture—as will the character and professional careers of the public relations practitioners who helped plan and implement its programs.

What Purposes does Public Relations Serve in Society?

- Its social function—its mission—is achieved when public relations facilitates adjustment and maintenance in the social systems that provide us with our physical and social needs.