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## PUBLIC RELATIONS

Public relations is the art, technique or profession of promoting such goodwill, that is exactly what a public relations firm does. It is a company that specializes in promoting news. Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance.

Users of public relations include:

- Corporations using marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers in order to support their direct sales efforts. Typically, they support sales in the short to long term, establishing and burnishing the corporation's branding for a strong, ongoing market.
- Corporations using public relations as a vehicle to reach legislators and other politicians, in seeking favourable tax, regulatory, and other treatment. Moreover, they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.
- Non-profit organizations, including schools and universities, hospitals, and human and social service agencies: such organizations may make use of public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.
- Politicians aiming to attract votes and/or raise money. When such campaigns are successful at the ballot box, this helps in promoting and defending their service in office, with an eye to the next election or, at a career's end, to their legacy.

Essentially it is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics.

*The industry today*

Modern public relations evaluates a product or individuals public perception through market research. Once data is collected and challenges are identified,

solutions are presented in a campaign strategy to meet goals. Techniques may vary from campaign to campaign but some standard tools used are; press releases, press kits, satellite feeds, pod casts, web casts, wire service distribution of information and internet placement. Others include entertainment product placement (television, events, celebrity), product launches, press conferences, media seminars, producing events, speechwriting, establishing partnerships and more is often required.

Although public relations professionals are typically seen as corporate servants, the reality is that almost any organization that has a stake in how it is portrayed in the public arena employs at least one PR manager. Large organizations may even have dedicated communications departments. Government agencies, trade associations, and other non-profit organizations commonly carry out PR activities.

Public relations is an important management function in any organization. An effective communication, or public relations, plan for an organization is developed to communicate to an audience (whether internal or external publics) in such a way the message coincides with organizational goals and seeks to benefit mutual interests whenever possible.

A number of specialties exist within the field of public relations, including:

- product placement
- product launches
- broadcast public relations
- reputation management
- issue management
- investor relations and labor relations
- crisis management

Public relations and publicity are not synonyms. Publicity is the spreading of information to gain public awareness in a product, service, candidate, etc. It is just one technique of public relations. A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population.

People who are professionals in public relations use different methods for analyzing the results of their work such as focus groups, surveys, and one-on-one interviews. These same methods are used in defining what medium of

communication will be used in the process of strategy and what tools will be used in relaying the message, such as press releases, brochures, Web sites, media packs, video news releases, news conferences and in-house publications.