

Chapter 1 – What is public relations?

What is Public Relations

What are the components of public relations?

How does Public relations differ from advertising?

How does public relations differ from marketing?

How can integrated approach to public relations benefit an organisation?

- PR is multifaceted
- Essential elements of effective public relations
 - o Deliberate
 - o Planned
 - o Performance
 - o Public interest
 - o Two way communication
 - o Strategic management of competition and conflict
- Public Relations is a process, series of actions, changes or functions that bring about a result.
- RACE: used to describe the public relations process and remember its components.
 - o Research
 - o Action
 - o Communication
 - o Evaluation
- Public relations is a cyclical process. Feedback leads to assessment of the program, as essential element of project refinement and development.

Public relations Components:

- Counselling: providing advice to management concerning policies, relationships and communication
- Research: determining the attitudes and behaviours of groups to plan public relations strategies. Research can be used to generate mutual understanding or influence and persuade publics
- Media Relations: working with mass media by seeking publicity or responding to their interest in the organisation
- Publicity: disseminating planned messages through selected media to further an organisation's interest
- Employee/member relations: responding to concerns, informing and motivating an organisation's employees or members
- Community relations: Undertaking activities within a community to maintain an environment that benefits both an organisation and the community
- Public affairs: developing effective involvement in public policy and helping an organisation adapt to public expectation – also used by government agencies
- Government affairs: relating directly with legislatures and regulatory agencies on behalf of an organisation