**PUBLIC RELATION**

**UNIT-I**

**What Is Public Relations?**

* Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.
* A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

**Definitions:**

* **Public relations** (**PR**) is the practice of managing the spread of [information](https://en.wikipedia.org/wiki/Information) between an individual or an [organization](https://en.wikipedia.org/wiki/Organization) (such as a business, government agency, or a nonprofit organization) and the [public](https://en.wikipedia.org/wiki/General_public).Public relations may include an organization or [individual](https://en.wikipedia.org/wiki/Individual) gaining [exposure](https://en.wikipedia.org/wiki/Publicity) to their audiences using topics of public interest and news items that do not require direct payment.[[2]](https://en.wikipedia.org/wiki/Public_relations#cite_note-2) This differentiates it from [advertising](https://en.wikipedia.org/wiki/Advertising) as a form of [marketing communications](https://en.wikipedia.org/wiki/Marketing_communications).
* [Ivy Lee](https://en.wikipedia.org/wiki/Ivy_Lee), the man who turned around the [Rockefeller](https://en.wikipedia.org/wiki/Rockefeller) name and image, and his friend, [Edward Louis Bernays](https://en.wikipedia.org/wiki/Edward_Bernays), established the first definition of public relations in the early 1900s as follows: "a management function, which tabulates public attitudes, defines the policies, procedures and interests of an organization... followed by executing a program of action to earn public understanding and acceptance.
* Public relations can also be defined as the practice of managing [communication](https://en.wikipedia.org/wiki/Communication) between an organization and its publics.[[15]](https://en.wikipedia.org/wiki/Public_relations#cite_note-15)
* Public relations is to speak out its advocacy in public, and it builds up a talking platform to achieve its goals and protect the interests of people.[[16]](https://en.wikipedia.org/wiki/Public_relations#cite_note-good-16)

**History:**

Public relations is not a phenomenon of the 20th century, but rather has historical roots. Most textbooks consider the establishment of the Publicity Bureau in 1900 to be the founding of the public relations profession. However, academics have found early forms of public influence and communications management in ancient civilizations, during the settling of the [New World](https://en.wikipedia.org/wiki/New_World) and during the movement to abolish slavery in England. Basil Clark is considered the founder of public relations in the [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom) for his establishment of Editorial Services in 1924.

Propaganda was used by the United States, the United Kingdom, Germany, and others to rally for domestic support and demonize enemies during the World Wars, which led to more sophisticated commercial publicity efforts as public relations talent entered the private sector. Most historians believe public relations became established first in the US by [Ivy Lee](https://en.wikipedia.org/wiki/Ivy_Lee) or [Edward Bernays](https://en.wikipedia.org/wiki/Edward_Bernays), then spread internationally. Many American companies with PR departments spread the practice to Europe when they created European subsidiaries as a result of the [Marshall plan](https://en.wikipedia.org/wiki/Marshall_plan).

The second half of the 1900s is considered the professional development building era of public relations. Trade associations, PR news magazines, international PR agencies, and academic principles for the profession were established. In the early 2000s, press release services began offering social media press releases. [The Cluetrain Manifesto](https://en.wikipedia.org/wiki/The_Cluetrain_Manifesto), which predicted the effect of social media in 1999, was controversial in its time, but by 2006, the effect of social media and new internet technologies became broadly accepted.

**Specific public relations disciplines include:**

* Financial public relations – communicating financial results and business strategy
* [Consumer](https://en.wikipedia.org/wiki/Consumer)/[lifestyle](https://en.wikipedia.org/wiki/Lifestyle_%28sociology%29) public relations – gaining publicity for a particular product or service
* [Crisis communication](https://en.wikipedia.org/wiki/Crisis_communication) – responding in a crisis
* [Internal communications](https://en.wikipedia.org/wiki/Internal_communications) – communicating within the company itself
* [Government relations](https://en.wikipedia.org/wiki/Government_relations) – engaging government departments to influence public policy
* [Media relations](https://en.wikipedia.org/wiki/Media_relations) – a public relations function that involves building and maintaining close relationships with the news media so that they can sell and promote a business.
* [Social Media/Community Marketing](https://en.wikipedia.org/wiki/Social_media_marketing) - in today's climate, public relations professionals leverage social media marketing to distribute messages about their clients to desired target markets

**Audience targeting**:

A fundamental technique used in public relations is to identify the [target audience](https://en.wikipedia.org/wiki/Target_audience) and to tailor messages to be relevant to each audience. Sometimes the interests of differing audiences and stakeholders common to a public relations effort necessitate the creation of several distinct but complementary messages. These messages however should be relevant to each other, thus creating a consistency to the overall message and theme. Audience targeting tactics are important for public relations practitioners because they face all kinds of problems: low visibility, lack of public understanding, opposition from critics, and insufficient support from funding sources

**Public Relation Code of Ethics**:

The Public Relation Student Society of America has established a set of fundamental guidelines that people within the public relations professions should practice and use in their business atmosphere. These values are:

* ***Advocacy***: Serving the public interest by acting as responsible advocates for the clientele. This can occur by displaying the marketplace of ideas, facts, and viewpoints to aid informed public debate.
* ***Honesty***: Standing by the truth and accuracy of all facts in the case and advancing those statements to the public.
* ***Expertise***: To become and stay informed of the specialized knowledge needed in the field of Public Relations. Taking that knowledge and improving the field through development, research, and education. Meanwhile, professionals also build their understanding, credibility, and relationships to understand various audiences and industries.
* ***Independence***: Provide unbiased work to those that are represented while being accountable for all actions.
* ***Loyalty***: Stay devoted to the client while remembering that there is a duty to still serve the public interest.
* ***Fairness***: Honorably conduct business with any and all clients, employers, competitors, peers, vendors, media, and general public. Respecting all opinions and right of free expression**.**

**The Publics in Public Relations**:

The public is any group whose members have a common interest or common values in a particular subject, such as political party. Those members would then be considered stakeholders, which are people who have a stake or an interest in an organization or issue that potentially involves the organization or group they're interested in. The Publics in Public Relations are:

* ***Traditional Publics***: Groups with which the individual has an ongoing and long term relationship with, this may include; Employees, Media, Governments, Investors, and Customers.
* ***Non-Traditional Publics***: Groups that are typically unfamiliar with the organization and the individual has not had a relationship with but may become traditional publics due to changes in the organization, in society or if a group changing event occurs.
* ***Latent Publics***: A group whose values have come into contact with the values of the organization but whose members haven't yet realized it; the members of that public are not yet aware of the relationship.
* ***Aware Publics***: A group of members who are aware of the existence of a commonality of values or interests with your organization, but have not organized or attempted to respond to that commonality.
* ***Intervening Publics***: Any public that helps an individual send a message to another public, could be the media or someone with stature.
* ***Primary Publics:*** If a public can directly affect an organization's pursuit of its values-driven goals. This publics would include media, employees, government, shareholder, financial institutions, and the immediate community.
* ***Secondary Publics***: Have high interest in the company such as the primary publics but will not be directly affected by decisions of the organization.
* ***Internal Publics***: People within an organization.
* ***External Publics***: People outside of an organization.
* ***Domestic Publics***: Those within the country.
* ***International Publics***: Those outside of the country and when communicating with this publics individuals must be wary of that areas culture, beliefs, values, ethic, and other valuable cultural difference as to not offend anyone.

### Types of public relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

* **Media Relations:** Establishing a good relationship with the media organizations and acting as their content source.
* **Investor Relations:**Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
* **Government Relations:** Representing the brand to the government with regard to fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
* **Community Relations:**Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
* **Internal Relations:** Counselling the employees of the organization with regard to policies, course of action, organization’s responsibility and their responsibility. Cooperating with them during special product launches and events.
* **Customer Relations:** Handling relationships with the [target market](https://www.feedough.com/target-market-definition-examples-strategies-analysis/) and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
* **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, [brand awareness, image, and positioning](https://www.feedough.com/positioning/).

### Functions of Public Relations:

Public relations is different from [advertising](https://www.feedough.com/types-of-advertising-mediums/). Public relations agencies don’t buy ads, they don’t write stories for reporters, and they don’t focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren’t bought. It has a third party validation and hence isn’t viewed with scepticism by the public.

**The functions of public relations manager and public relations agencies include:**

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support brand’s every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speech writing.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organization with regard to policies, course of action, organization’s responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organization.
11. Dealing with public groups and other organizations with regard to social and other policies of the organization and legislations of the government.
12. Handling investor relations.

### Advantages of Public Relations:

* **Credibility:** Public trusts the message coming from a trusted third party more than the advertised content.
* **Reach:**A good public relations strategy can attract many news outlets, exposing the content to a large audience.
* **Cost effectiveness:** Public relations is a cost effective technique to reach large audience as compared to paid promotion.

### Disadvantages of Public Relations

* **No Direct Control:**Unlike paid media, there isn’t a direct control over the content distributed through the earned media. This is the biggest risk of investing in public relations.
* **Hard To Measure Success:** It is really hard to measure and evaluate the effectiveness of a PR campaign.
* **No Guaranteed Results:**Publishing of a press release isn’t guaranteed as the brand doesn’t pay for it. The media outlet publishes it only if it feels that it’ll attract it’s target audience.

### Importance of Public Relations:

With over 63% of the value of most companies dependent on their public image, public relations has become a very important topic today for numerous reasons:

#### Builds Up the Brand Image:

The brand image gets a boost when the target customers get to know about it through a third party media outlet. A good public relations strategy help the brand builds up its image in a way it wants to.

**It’s Opportunistic:**

Public relations strategies makes the brand capitalize on the opportunities. Google was in the news for donating to Ebola. Facebook promoted the LGBTQ rights. Coca-Cola did a PR stunt against obesity.

These opportunities even attract many [influencers](https://www.feedough.com/influencer-marketing/) to share the brand story to their followers.

#### Promote Brand Values:

#### PR is used to send out positive messages which are in line with the brand’s value and its image. This builds up the brand’s reputation.

**Strengthen Community Relations:**

PR strategies are used to convey that the brand is as much part of the society as the target audience. This builds up a strong relationship of the brand with the public.





# **The Propaganda:**

The term propaganda is defined as the purveying of lies by conscienceless writers and speakers. It the communication of distorted ideas or inadequate facts or both conveyed in a manner or tone so as to create in the object of propaganda an emotional response favourable to the implicit bias of the propagandist.

According to Clyde R Miller propaganda is the attempt to influence others to some predetermined end by appealing to their thought and feeling. According to Anderson and Parker propaganda is the deliberate use of communication to induce people to favour one predetermined line of thought or action over another. Kimball Young writes for our purposes we shall define propaganda as the more or less deliberate planned and systematic use of symbol chiefly through suggestion and related psychological techniques with a view first to altering and controlling opinions, ideas and values and ultimately to changing overt action along predetermined lines.

***Definition of Propaganda*.** — Propaganda is a word much used during the past decade. Someone once described it as "a good word gone wrong." Bernays even remarked that "there is more propaganda for and against propaganda— and more of it is false— than about most of the causes in which propaganda is utilized as a weapon." The term propaganda was first used in any modern sense with the papal establishment in 1633 of the *Congregatio de propaganda fide*to foster Roman Catholic missions. It meant simply religious proselyting. Today the word has acquired a rather sinister connotation. Really the word has been used in two senses— one very broad and vague, the other fairly special. The first sense is simply any form of proselyting, publicity and advertising or even education designed to change our opinions or attitudes through the techniques of suggestion. In the more special sense propaganda means an effort deliberately to manufacture popular opinions and attitudes and thus to control popular conduct; and usually the implication is that the aims of the propagandists are concealed. The objects of propaganda do not know the purposes of the makers of the propaganda. Propaganda then is the propagation of ideas, opinions and attitudes, the real purpose of which is not made clear to the hearer or reader.

The term is related to the Latin "propagare," meaning "to fasten down layers, shoots or slips of plants for the purpose of reproduction, hence to generate, reproduce, and generally to extend or increase." Etymologically, then, propaganda is not a breeding that would take place of itself; it is a forced generation.

That is, propaganda means an artificial propagation, not an unconscious growth. Psychologically propaganda is much like legend- and myth-making, but it differs in this one respect.

# **Public Relations management roles:**

Public relations can and should make an important contribution in helping to form an organization’s ideas about what it is, what it should do and what its publics want and expect from it.

* **Communication Management** – The public relations role that calls for developing communications objectives that are consistent with an organization’s overall objectives. As two-way communicators, public relations practitioners interact directly with key publics, relaying the resulting information (with recommendations) to other members of the management team.
* [**Crisis Management**](https://www.agilitypr.com/?s=Crisis%20Communications) – Establishing methods and policies to be used when an organization’s operations become involved in an emergency affecting the public. This includes policies and procedures for the distribution of information to employees, media, government and other key publics.
* **Issues Management** – This involves identifying problems, issues and trends relevant to an organization and then developing and executing a program to deal with them. Included is the study of public policy matters of concern to an organization.
* **Relationship Management** – This involves the role of public relations in identifying key publics and establishing strategies for building and maintaining mutually beneficial relationships with those publics.
* **Reputation or Image Management** – The planning and implementing of policies, procedures and strategies that demonstrate an organization’s commitment to public and social responsibility, ethical behaviour, corporate identity and reputation with key publics.
* **Resource Management** – PR’s management of human and financial resources revolves around setting objectives, planning, budgeting, recruiting and hiring PR staff and administering those resources.
* **Risk Management** – As preventive PR, this role involves helping an organization recognize areas of potential danger and recommending needed changes before potential dangers develop into crises.
* **Strategic Management** – Acting as a counsellor, the PR practitioner serves on the management team helping the organization develop sound policies that are in the best interests of the public as well as the organization. The PR practitioner integrates an understanding of the concerns and attitudes of key publics into the organization’s managerial decision-making process.

UNIT-II

**Four-Step Process of Public Relations:**

1. Research
2. Action Plan / Objectives / Program Planning
3. Communication Tactics / Implementing Plan
4. Evaluation

**Step 1. Research**

What -- Three key elements:

1. Client or organization

2. Problem or potential problem and opportunities to do public relations

3. Audiences or publics

How – Informal and Formal Research Methods

**Step 2. Objectives / Program Planning:**

Develop a Strategy that involves:

1. Identifying goals and objectives

2. Identifying target audience(s) or public(s)

3. Creating a theme for the program/campaign

**Step 3. Develop & Implement Communication Tactics:**

Develop and Implement

1. Tactics for communicating

2. Time line for the program/campaign

3. Budget

 **Step 4. Evaluation** **During & After Campaign / Program**

Identify research methods to be used to evaluate the success of the program/campaign during & after.

Determine a way to measure whether the campaign achieved its objectives.

**Public relation practitioner:**

Public relations is a management tool aimed at bringing people together to promote understanding.

The public relations practitioner / officer (PRO) uses different forms of communication to establish efficient two-way interaction between the company and other groups of people. The public relations practitioner helps people and organizations to gain public acceptance by explaining the aims, objectives and methods of their organization, and by building and maintaining a favourable image.

The public relations practitioner gives out information for newspaper items, magazine articles and news spots so that the public are made aware of that employer's projects and accomplishments. The PRO's work also entails arranging and conducting public contact campaigns which may include setting up speaking engagements, writing speeches, speaking for employers at community functions, planning company conferences and managing fundraising drives. The public relations practitioner may prepare stockholders' reports or work to improve employer / employee relations.

The function of public relations is to build bridges of understanding, goodwill and awareness between a company and the public that it wishes to influence.

There is a trend for companies to outsource the public relations role, although many organizations do employ their own specialists. Public relations must not only keep the firm's "public" informed of new products, policy changes and staff changes, but it must keep top management informed of the public's reaction to the company and its products. Because of the strategic role of public relations, it is important to maintain close contact with the upper level of management.

The public relations practitioner may work in a variety of areas or in one specific field, such as:
- consulting
- community involvement
- employee communication
- industrial affairs
- media liaison etc.

**Satisfying Aspects**- working with people
- finding ways to satisfy customer needs
- variety of work and specialities
- the challenge of looking for and finding new marketing opportunities

**Demanding aspects**- working long hours
- sometimes having to take work home
- dealing with unpleasant or over-demanding people
- having to admit defects in products

**Requirements**A public relations practitioner should:
- be articulate with fluent verbal and written expression;
- be friendly and charming;
- possess leadership qualities;
- be outgoing and self-confident;
- be creative, imaginative and persuasive;
- be multilingual;
- emotionally stable and mature;
- able to deal tactfully with all types of people;
- have organising and management skills;
- be able to work under pressure.

**School Subjects**National Senior Certificate meeting degree requirements for a degree course
National Senior Certificate meeting diploma requirements for a diploma course
each institution will have its own minimum entry requirements.
Compulsory Subjects: None
Recommended Subjects: Languages

**Training**Degree: Universities offering degree in Communication or Public Relations eg UFH, UFS, UJ, NMMU, UKZN, UP, NWU, Monash.

Diploma: Public Relations Management - CPUT, DUT, TUT and VUT, SW Gauteng FET.
Public Relations Institute of South Africa (PRISA):
Certificate in Public Relations: To qualify for this certificate, students need to be in possession of:
- a 3 years public relations qualification or
- a PRISA Certificate in Basic Principles of Public Relations plus 2 years public relations related experience or
- 3 years public relations related experience.

**Employer**- Business and industrial companies
- Trade, labour and professional organizations
- Colleges and universities
- Community and welfare organizations
- Local authorities and government departments
- International organizations

**What is media relations?**

A large part of the public relations profession involves working with the media. Public relations seeks to garner publicity that benefits a client. Mass media is the preferred channel for reaching out to the public because audiences view media coverage as more credible than traditional advertising or promotional efforts. Therefore, learning how to develop and manage relationships with reporters and editors is critical to your outreach strategy.

Media relations refers to the mutually beneficial relationship between journalists and public relations professionals. One of the biggest benefits for journalists is the easy access to story ideas and sources. As previously discussed, reporters spend a large amount of time and effort gathering information in order to write a story. Working with public relations professionals cuts down on the time needed to look for sources and other information to validate an article’s content. Public relations practitioners benefit from media relations because it secures free publicity and promotion for a client. By using media as a promotional tool, they are able to reach a large audience without high costs.

**Press conferences:**

Press conferences are an indispensable tool for getting media attention. They can be organized by campaigners to present issues related to the campaign to journalists.

**Issues to note when considering a press conference:**

If you are not confident a press conference will attract sufficient media attention, it may be more effective to get your story across by working with a small number of trusted journalists, or by offering exclusive coverage of a story with one particular media agency.

The date and time of the press conference is important. Other newsworthy events may divert the journalists’ attention. Careful preparation and timing reduces this risk, but one cannot anticipate every possible newsworthy event that may occur. Reporters may also have different filing times for their stories, for example if your press conference is held late in the day, there may be limited interest because it is too late to file for either that day or early the next day.

Organize the press conference carefully – a botched event may result in no or even negative media coverage. This means that all speakers should be carefully prepped, press kits well-prepared with all the necessary information, and enough campaigners on hand to help with logistics, especially if a large number of media outlets are expected.

A good moderator is important to keep the press conference running smoothly and on message, and to help field questions from the media. The moderator’s role is typically to open and close the press conference, highlight the key messages to be put across, introduce the speakers, and be a time-keeper so that questions and answers are kept brief.

Practical Instructions-Before the press conference

**Start planning several weeks before the press conference is to take place.**

**1. Define the message:**

Your message should be summarized in 3-5 key points. If a date, a time, an address or phone number, or other specific information is part of the message, state it more than once, and display it prominently in your press kit. Double- or triple-check any such information.

**2. Schedule the date and time:**

Ensure the date and time for the press conference does not conflict with other press events or media deadlines. Check with the local media and the wire services about such deadlines/events. Also, find out what the ‘slower’ news days in a week might be, then try to have your press conference on a “slower” day. For example, in the USA, Tuesdays, Wednesdays and Thursdays are the best days for press conferences, as they are generally considered “slower” news days (barring any sudden or last minute news events). In many countries, the best time to schedule your press conference is between 10:00 a.m. and 11:00 a.m., to ensure maximum coverage by the media. In some countries, breakfast briefings earlier in the morning could also be useful to offer to attract media attendance.

**3. Pick the site:**

Choose a location for the press conference that is easy to reach and not too far for reporters to travel. Ideally, the site should offer visual interest and relationship to the topic – e.g. a government building, a courthouse, or a local clinic. Choose a place with little background noise (e.g. from traffic, telephones, aircraft), and which has adequate electrical outlets and extension cords for lighting and other purposes.

**4. Select and train participants:**

Speakers must be knowledgeable and articulate. They should be able to handle press questioning and scrutiny as well. People with high credibility, such as local politicians, the director of a well-known organization, a physician or a judge may make effective spokespeople. First-hand testimony from people affected by the issue can be extremely powerful and convincing. If survivors of VAW are to give any testimonies at a press conference, ensure they are psychologically ready for it, and that ethical rules are strictly followed. Plan for any difficulties that may arise for them during the event.

**Tips for participants:**

* Be clear and concise – avoid using jargon, rhetoric, digressions or inflammatory language.
* Assume the audience is intelligent – avoid sounding patronizing.
* Do not fiddle with or clutch anything – it’s distracting and makes you appear nervous.
* Appearance counts – participants should be dressed neatly and appropriately for the occasion.
* Always tell the truth. If you do not know the answer to a question, say so. Do not exaggerate or give figures that aren’t backed up by evidence, and do not state opinions as facts.

Find a moderator who is experienced with the press and the issue. She or he will facilitate the press conference by introducing the issue and participants. The moderator also directs questions to the appropriate participants. If you are inexperienced with press conferences, attend the press conference of a different group to familiarize yourselves. Conduct a dress rehearsal, i.e. a private simulation of the real press conference. Speakers should have scripts to memorize the 3-5 key points, and to ensure they speak no longer than 3-5 minutes each. During the rehearsal, get someone from your group to ask challenging questions in preparation for difficult situations at the real press conference.

A suitable response to a tough or misguided question might be, "That's a good question, but it is not within the scope of this press conference. Our focus today is on...” If the question is legitimate but you do not know the answer to it, call on someone else from your group, or check out the answer and get back to that reporter later.

**5. Contact the media:**

Create a comprehensive mailing list of reporters and editors at television stations, news directors at radio stations, and at major newspapers, editors at weekly newspapers and news wire services. Make sure you include reporters who may have covered the issue in recent months. Mail your press advisory about one week ahead of time to the media, and then again on the day before the meeting.

**6. Follow up with the media:**

Follow up your press advisory with phone contact to the major media outlets on the third day after you sent it, and a second time the morning of the press conference.

**7. Develop a press kit and prepare a sufficient number of copies:**

**8. Prepare the room:**

* Check the location of electrical outlets for microphones and lights
* Set up the room with a table long enough to seat all your spokespeople, with name cards
* Provide enough seating in the room for reporters, and room for their equipment
* Display visuals as a backdrop to your speaker's table, e.g. charts and posters.
* Have a sign-in pad for attendance.
* Have coffee, tea, water, and any other refreshments set up

**At the Press Conference:**

* Welcome members of the press as they arrive. Have them sign in, with their affiliation, and give each of them a press kit. Check the sign in pad to see which media outlets are represented. You may also want to make personal contact with major media representatives before or after the press conference.
* Tape or video record the event, for your own records, and for possible media use in the future
* Start approximately on time. Have the moderator welcome the press, and introduce the issue and participants.
* Each participant should present for no more than 3-5 minutes, making his/her 3-5 key points
* After all the presentations, the moderator should entertain any questions from the press, and direct questions to the appropriate participants
* After about 30-45 minutes, bring the formal conference to an end. Thank the participants for presenting, and the media for attending. In many cases, you may want to encourage the media to stay for further informal conversation with the speakers.

**After the Press Conference:**

Contact representatives of the major media outlets represented. If you can have a conversation, they’ll remember you when they need information about your issue. By looking through your attendance register, you should be able to determine which major media were not represented. Deliver a press release and press kit to these people, send a recording of the event, or schedule an interview with a reporter and one of the press conference speakers.

**Press Release:**

**Definition:** A public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments.

* Think of a press release as your ticket to publicity--one that can get your company coverage in publications or on TV and radio stations. Editors and reporters get hundreds of press releases a day. So how can you make yours stand out?
* First, be sure you have a reason for sending a press release. A grand opening, a new product or a special event are all good reasons.
* Second, make sure your press release is targeted for the publication or broadcast you're sending it to. The editor of Road & Track is not going to be interested in the baby pacifier you invented. It sounds obvious, but many entrepreneurs make the mistake of sending press releases without considering a publication's audience.
* To ensure readability, your press release should follow the standard format: typed, double-spaced, on white letterhead with a contact person's name, title, company, address and phone number in the upper right-hand corner. Below this information, put a brief, eye-catching headline in bold type. A dateline--for example, "Los Angeles, California, April 10, 2006"--follows, leading into the first sentence of the release.
* Limit your press release to one or two pages at most. It should be just long enough to cover the six basic elements: who, what, when, where, why and how. The answers to these six questions should be mentioned in order of their importance to the story.
* Don't embellish or hype the information. Remember, you are not writing the article; you are merely presenting the information and showing why it's relevant to that publication in hopes they'll write about it. Pay close attention to grammar and spelling. Competition is intense, and a press release full of typos is more likely to get tossed aside.
* ome business owners use gimmicks to get their press releases noticed. In most cases, this is a waste of money. If you release is well-written and relevant, you don't need a singing telegram to get your message across.
* If you have the money to invest, you may want to send out a press kit, a folder containing a cover letter, press release, your business card and photos. You can also include any other information that will convince reporters your business is newsworthy: reprints of articles other publications have written about your business, product reviews or background information on the company and its principals. If you send out a press kit, make sure it's sharp and professional-looking and that all graphic elements tie in with your company's logo and image.

**How to write a press release:**

Start a press release with an attention-grabbing headline in bold font. Begin the body copy with the date and city that the release is from. Your lead sentence should be a concise summary of the subject of the release. The rest of the body tells all the important details of your story: who, what, when where why and how. Put the most important information first, followed by more general information, and don't forget to include your contact information at the end.

# **Exhibitions - a public relations tool:**

* Many companies find themselves participating in exhibitions without realising what it is they want to achieve. Exhibitions can produce excellent results for an organisation if the public relations practitioner makes use of all the opportunities they present.
* Exhibitions are not a public relations medium, but a tool if used to create awareness, enhance reputation as well as to sell products.

Public relations, as defined by the Public Relations Institute of Southern Africa (PRISA), is the management, through communication of perceptions and strategic relationships between an organisation and its internal and external stakeholders. Exhibitions, on the other hand, are ways of presenting products, organisations or services offered directly to the public with the intention to sell.

Exhibitions, although expensive, are among the most effective ways of communicating with the public.

People visit exhibitions for three basic reasons. First, to be entertained (maybe it is to get out of the office for a few hours), second, to find out how a new product or service actually works and last, attendance could mean that a business transaction might be agreed upon between the two parties.

The public relations practitioner plays a vital role in all of this. He needs to convey his company's image positively to the visitors, and promote any product or service the organisation offers, without forcing anyone to buy the product or service.

**The effort of the public relations practitioner should be three-fold:**

* Inform prospective clients of the exhibition before and during the show
* Obtain positive media coverage for the organisation, and
* Achieve follow-up coverage and feedback after the exhibition has taken place.
* As the main responsibility of any public relations practitioner is to build the image of the organisation by obtaining positive media coverage, exhibitions are great opportunities to achieve this goal. Too often these opportunities are overlooked because organising of the exhibition takes priority. That is why the public relations programme should be planned in such a way that a publicity campaign for each exhibition is included and deadlines for publications are met.

# **UNIT-III**

# **Internal Communication**

# Within any organization, fluent and consistent delivery of its relevant messaging is not only important, it is essential. Within any functioning organization, vital information has the potential to be lost in the daily shuffle, which makes internal communications through an organization’s numerous channels crucial to its success.

# Internal communications can consist of employee newsletters, company emails, intranet memos, updates to the company website, policy handbook revisions, F.A.Qs, or even staff and executive bios. Messaging must be clear, concise and appropriate for each of its target groups.

**External Communication**

External communication is the conveyance of information from within your organization to an external audience or media outlet.

These are all examples of external communication and help convey an organization’s messaging to outside entities that need be apprised of its activities. These entities may include customers, prospects, referral sources vendors, or members of the media.

 The end goal for your external communications plan may be to develop or increase awareness of your products or services; increase brand recognition; attract investors or sponsors, etc. Let Debbie Goetz Media Connections help your organization craft an external communications plan that will contribute to continuing success and profitability.

# **What Is an Employer-Employee Relationship?**

When an employer hires a new employee, he is not just bringing a new member of the workforce aboard, he is also starting a new relationship. Because employers and employees often work in close quarters, they necessarily develop relationships. Managing these relationships is vital to business success, as strong relationships can lead to greater employee happiness and even increased productivity. To reap these benefits, keep the dynamics of your employer-employee relationship in mind.

## **Business Employees**

Employees of a business work directly for the enterprise and are not independent contractors. Federal agencies define an employee as a person whose daily work is directed or controlled by the business, particularly when the method of executing duties is defined and an integral part of day-to-day operations. Employees generally work at a specific location or remotely during a specified time period, such as 9 a.m. to 5 p.m.

## **Relationship Basics**

Generally, employer and employee relationships should be mutually respectful. The degree of closeness in these relationships will depend on both the employer and the employee. Some employers opt to keep their employees at a distance and, in doing so, ensure that there is no confusion as to the hierarchy that exists between them. Others elect to become friendlier with their employees, seeing this as a way to amp up employee happiness. While neither option is entirely right or wrong, it is wise to avoid getting too close to employees, as doing so can cause the line between employer and employee to become blurred.

## **Mutual Reliance**

The employer-employee relationship should be one of mutual reliance. The employer is relying upon the employee to perform her job and, in doing so, keep the business running smoothly. Conversely, the employee is relying upon the employer to pay her and enable her to support herself, and potentially her family, financially.

## **Relationship Building**

Just as with all relationships, the employer and employee relationship is one that must develop over time. Employers can promote the building of relationships by speaking candidly with their employees about their lives, asking them about their families and learning about their interests. Similarly, employees can promote the building of this relationship by being open with their employer and sharing information about themselves and their lives.

## **Set Boundaries**

Though the type of employee and employer relationship that is considered appropriate varies from company to company, boundaries exist at almost all companies. Generally, it is unwise for employers to develop romantic relationships with their employees. Similarly, employers should exercise care to ensure that the relationship they develop with one employee isn’t notably closer than the relationships they develop with others, as this can lead to concerns regarding favoritism or similar issues of unfairness within the workplace.

**Community Relations: an understated public relations activity**

Building local community relationships can be the most important communication activity undertaken by an organisation, yet it is often overlooked. As a public relations consultancy with a strong focus on SMEs and franchise businesses amongst others, it is a priority goal we set for our clients to develop a solid, ongoing and reliable community relations program.

**Media relations**

In a community relations program, it is very important to build relationships with key journalists from the local media outlets. By doing this, you have an already established rapport with them which could be of a huge benefit in times of crisis.

**Sponsorship**
this could mean, for example, sponsoring a local event (community day or fair), donating new sports equipment to the local soccer club or donating a prize to the local schools speech night. This type of sponsorship is reasonably inexpensive yet can be capitalised on to make a great local newspaper story.

**Business and community groups:**

An increased involvement in key business groups should also be introduced as part of the promotional activities. This involvement will help create visibility of your organisation within a business and community audience, therefore increasing the chances of developing strategic partnerships with other local businesses and groups. There could also be an opportunity for cross promotion in the business groups' members' newsletters, publications or website.

# **ROLE OF PUBLIC RELATIONS IN DIFFERENT SECTORS**

As we all know it is only in the twentieth century that public relations came to be codified, formalized and practiced as a profession. However, it is as old as the human race. Every organization, institution, and individual has [**public relations**](http://www.theyellowcoincommunication.com/service/public-relations/)whether or not that fact is recognized. As long as there are people, living together in communities, working together in organizations, and forming a society, there will be an intricate web of relationships among them.

The good will of the public is the greatest asset that any organization can have. A public that is well and factually informed is not only important; without’ it, an organization cannot survive long. Therefore, the starting point for good public relations in any organization is the development of sound policies that are in the public interest. Public understanding and approval must be deserved before they can be earned.

**Role of Public Relations in different sectors-**

* **Role of PR in Government Sector-**
1. Implementation of public policy.
2. Assisting the news media in coverage of government activities.
3. Reporting the citizenry on agency activities.
4. Increasing the internal cohesion of the agency.
5. Increasing the agency’s sensitive to its public’s.
6. Mobilisation of support for the agency itself.
* **Role of PR in Public Sector- Why do Public Sector Need PR?**
1. Contributes to national economy
2. Is profitable and productive core sector.
3. Has social commitment
4. Contributes to revival of sick units
5. Primary function of PR is to build image of public sector companies and tell the world about contribution made towards the economic and social well-being of the people.
* **Role of PR in NGO-**
1. PR support is required for raising fund.
2. NGO survives on public perception and support for this communication plays an important role.
3. NGO projects itself as a service-oriented organization in order to attract the attention of charitable trusts and donors for financial help.
4. It relates to the dissemination of information about is services and plans so as to enable people to make use of them for their betterment.
5. NGO maintains good media relations so that media carries message both to donors and beneficiaries and build an image of an organization.
6. The best way of promoting NGOs is not as costly as advertising and when properly handled PR can produce more positive results in fund raising, media coverage, and projection of organization.
* **Role of PR in Startups-**
1. Go Social- The power of Facebook and Twitter can help as marketing devices to help you emerge
2. Share your knowledge – Sharing your knowledge regularly by publishing blogs, writing articles or newsletters can bring you a great fan following.

Hire Interns- The interns are nowadays struggling to find good internships. Use them and build a reputation. A good reputation will ultimately lead to good business.

**Public Relation Counselling**

In a democratic society to know the change in the environment and understand the attitudes and aspirations of the publics are very important.
This is the reason why more emphasis is given on the role of public relations. It helps to provide feedback to the management. This helps the company to make necessary changes, and increase the goodwill of the company. This increases the relation between an organisation and its publics.

# **Importance of Public Relations and Media Relations in Today’s Business Organization:**

In the business world, **public relations** and media relations are often used interchangeably as they appear to be confusingly similar. But these are different business processes. Public relations is the act of maintaining, fostering and improving relations between others and your business. On the other hand, media relations is a part of public relations limited to the company’s interaction with journalists, bloggers, editors, reporters and others in the media business.

## **The Importance of Public Relations for Your Business:**

Every company needs a public relations department, or they must at least outsource this work to a PR consultant or agency. It is an essential part of maintaining and enhancing the organization and brand’s image in the public eye, and sending a message to general public, customers and investors that you care.

**Image Strategy in Public**

The public relation strategists will cooperate with the high level executives of an organization to design the outline of how it’s going to craft a positive image and how the company wants to be perceived. This focusses on the right message and then decides on the outline of a campaign to circulate the message.

**Event Marketing**

Public relation executives frequently arrange events to increase a company’s profile. They lend their name and brand to an event that highlights the philosophy, brand and products or services of the organization. For instance, think of a hospital organizing a health day outreach, or a corporation’s Special Olympics event sponsorship.

**Media Relations**

Interacting with the media is the main function of your relations department. They can arrange interviews with important individuals in the company, field questions from reporters, and write press releases to make the media aware of company announcements and achievements.

**Role of Social Media**

Social Media plays a major role in building an organization’s image. Managing a Facebook page, Twitter page, LinkedIn page, you tube channel, etc. are necessary methods to connect with possible stakeholders or new customers. Early warning of any emerging problems or trends on the internet about the company also helps PR professionals monitor and respond to public comments.

**Managing Emergencies**

When a disastrous event ruins a company’s public image, such as when a food company faces a contamination event or an oil company has to deal with a high profile spill, public relations will decide how the company will communicate to deal with the problem, how the company will rectify the damage to its image and regain control of its message.

### **The Importance of Media Relations for Your Business:**

Media relations is a vital part of public relations. Many organizations misinterpret the differences between marketing, direct advertising and media relations. The ultimate aim is to get free media coverage without spending money directly through advertising.

**Media Relations Functions**

Pitching and placing stories is the traditional role of media relations. Building relationships is the most critical part of media relations. The idea is to fulfill reporters’ information requests as a company spokesperson and become a trusted resource for reporters.

**Execution of Media Relations**

Read and digest all new and traditional media coverage of your company. Include local media, online outlets and bloggers as RSS feed is important for online publishing. Research the outlets that cover and that you want to cover your organization. Find out what kind of stories they like to run and after proper research, filter appropriate stories for specific outlets. Use internet resources to track stories, writers and issues through online tracking services like Google Alert, Facebook, Lexus-Nexus, Dow Jones, Topsy, Addict-O-Matic and more.

## **UNIT-IV**

## **What it is:****Investor relations (IR)**refers to the function within a[public company](https://investinganswers.com/node/1341)that is responsible for managing and communicating information to the public pertaining to the company's operations, managerial organization, and financial standing.

### **What Is a Dealer**

A dealer is a person or firm who buys and sells securities for their own account, whether through a broker or otherwise. A dealer acts as a principal in trading for its own account, as opposed to a broker who acts as an agent who executes orders on behalf of its clients.

# **Institute for Public Relations**

The**Institute for Public Relations**(IPR) is a[United States](https://en.wikipedia.org/wiki/United_States)-based, non-profit organization that organizes and sponsors research on[public relations](https://en.wikipedia.org/wiki/Public_relations).

The IPR traces its origins to the 1956 establishment of the Foundations for Public Relations Research and Education, a program of the[Public Relations Society of America](https://en.wikipedia.org/wiki/Public_Relations_Society_of_America)(PRSA). Pendleton Dudley was inaugural chair of the early group which became an independent organization, adopting the name "institute", in 1989. In 2016, the PRSA announced a three-year program of partnership with the IPR to "examine gaps in expectations and skills for new professionals, while also informing the industry at large on how to support its up-and-coming talent base".

# **Do Non-Profit Organizations Need Public Relations?**

Nonprofit organizations rely on public relations and other marketing communications for a variety of benefits that go beyond soliciting direct financial support. The more positive an image a nonprofit can cultivate, the more opportunities it will have to achieve its mission and goals. Knowing how an coordinated public relations campaign can help your nonprofit will help you make better decisions regarding getting the word out on your organization.

## **Volunteerism**

When a nonprofit has a positive public image, people are more willing to donate their time. Many nonprofits require volunteer help to continue their operations and meet their goals. This can include donation of expert services such as marketing, graphic design, accounting or website development. It also includes unskilled labor, such as parking attendants and ushers at events, volunteers to stuff envelopes and supporters to work registration tables and booths at events.

## **Education**

If the goal of a nonprofit is to get the public to act in specific ways, public relations helps the organization get the word out about specific issues. This might include a charity that fights child obesity placing articles in newspapers and magazines that teach parents how to help their children eat healthier. Public relations activities might include a breast cancer organization generating TV and radio interviews that educate women how, when and why to get breast examinations. A continuing educational PR campaign can also help a nonprofit meet its purpose in the eyes of the U.S. Internal Revenue Service, which grants or removes tax-exempt status from nonprofits. If a nonprofit is a trade association, educational campaigns help generate membership registrations and attendance at conferences, trade shows and meetings.

## **Donations**

A nonprofit can increase its fundraising and in-kind donation generation by cultivating a positive public image and by promoting its successes. When people see that their donations are used for specific, positive purposes, they are more likely to donate. In addition to individual and corporate monetary donations, a nonprofit can generate donations of goods and services, such as used clothing, canned goods, printing, office furniture, computers and other items it can use or sell.

## **Legislation**

The goals of a nonprofit can often be enhanced through legislation. A nonprofit that targets a specific disease or condition can increase the chances that state legislatures or the U.S. Congress will increase funding for that disease or condition if they are influenced by positive public relations. Nonprofits that aren’t allowed to directly lobby legislators can educate politicians by putting them on their mailing lists to receive their newsletters. When politicians see news stories about a nonprofit’s activities, it can motivate them to act or vote in support of the organization’s mission.

## **Defence PR**

## **Our clients provide design, engineering, and business services to national defence forces and major contractors. We support them in their local, national and international outreach.**

The defence industry is a complex one and being able to communicate effectively within it requires knowledge, intelligence and political acumen, sensitive to individual country’s interests and objectives.

**Recent services our clients have called upon include:**

* **Award submissions**– public recognition on a local, national or international basis can reinforce our clients’ successes and expertise.  It can also help build relationships with their customers where they are included in a nomination or win and the ensuing publicity.
* **Crisis mitigation**– campaigners can make life difficult for people and organisations that work in the defence industry.  By engaging and contributing to the local community and by becoming part of local life some potential problems can be avoided.  In other instances, we proactively communicate that our client is not involved in manufacturing offensive weapon systems but develops systems and platforms to protect servicemen doing their job.  We also design and put in place crisis communication plans to be deployed when required.
* **Exhibition support**– we have supported our clients at key industry events including DSEI.  This has included developing content to engage the media; pre-show media relations up to three months prior to secure key press, as well press pack management and press office liaison.
* **Media training**– we have delivered a number of bespoke training sessions for delegates who operate within the defence arena on a day to day basis.  Based on real life projects that are a priority for our client, each delegate undertakes practical exercises which are tailored to their areas of expertise.  This ensures that the training remains relevant and engaging.
* **News management**– we consistently deliver newsworthy stories for our clients which spark the interests of the defence trade media, resulting in high quality coverage in pinnacle press such as IHS Jane’s, Desider and Defense News.
* **Thought leadership**– our ability to understand the bigger picture allows us to position our clients as credible experts who can not only provide insightful opinions, but can create and lead thought provoking debates on some of the key issues facing the global defence market.  On behalf of our clients we have developed articles discussing: complexities surrounding defence procurement; amphibious warfare – the next generation and ensuring the safety of equipment and assets.

# **The Role of PR in Politics**

# The use of public relations always existed in[politics](https://everything-pr.com/tag/politics/), throughout history. In old Greece, public speaking became the staple of political life. In Rome, conquerors used rhetoric inspiring men to win wars. In France, revolutionists used the power of influencing the public to overthrow the monarchy.

A more important development in the role of[PR in politics](https://everything-pr.com/american-government-largest-pr-firm-world/75160/), however, is not just the use of PR. It involves the fact that politicians and political parties now hire experts in the field to run their campaigns and manage their reputations.

## **Changes in Leadership**

Historically, most leaders rose to power by birth or a high level of charisma. Many leaders – good and bad – were known for their charismatic nature, including Adolf Hitler, Fidel Castro, John F. Kennedy, and Barack Obama.

However, charisma and birthright alone no longer give leaders full power to rule. Leaders now have checks and balances in place, forcing decision making into a more bureaucratic process. Also, as democratic countries must consider public opinion, rulers need to work at convincing the public to support their cause. As a result, leaders need additional assistance from experts to help them achieve their goals.

## **Relating to the Grassroots**

While there have been many exceptions, the vast majority of people who make it big in politics are not in sync with the public. Many come from prominent and wealthy families, breezed through law school without debt, and built up an impressive resume right out of college without being hindered by a lack of experience. This is not the typical experience of the public.

## **The 24/7 Media Cycle**

In the past, often what was well known in one part of the country, did not reach other areas. This allowed officials to contain news before it spread. In today’s media, any message can be distributed to billions of viewers with one click of a button.

This gives government officials more to track as messages reflect on public images, the political party as a whole, and agendas they may be trying to push. As a result, politicians often need experts who can spend the necessary time focusing on this aspect, so leaders can govern the country and win campaigns.

**UNIT – V**

 **Public Relations and the Law**

PR persons can be held legally liable if they provide advice or support an illegal activity of a client or employer. PR activity can lead to conspiracy charges

**A. Libel and Slander**

1. Written Defamation is libel
2. Spoken Defamation is slander
3.  Distinction often lost today

**B.  What constitutes libel?**

1.  Defamation—false statement that creates public hatred, contempt, ridicule, or inflict injury on reputation
2.  Printed or broadcast
3.  Direct or indirect identification
4.  Actual injury in form of money losses, mental suffering, loss of reputation
5.  Malicious intent or negligent

**C. Avoiding Lawsuits for Libel/Slander**

1. Accompany opinion with supporting facts
2.  Clearly label statements of opinion

**D.  Invasion of Privacy**Usually deals with information about employees in newsletters, photo releases, publicity, and media inquiries about employees

1. Employee status doesn't waive right to privacy
2. Personal employee news may invade privacy
3. Stereotypical or racial comments can cause suits
4. Guidelines for Employee news

a. Focus on Organization-related activities
b. Have employees submit personal news
c. Double check information
d. Tell employee how story/photo will be used
e. Have employee sign blanket release

5. Using employee’s picture or words in advertising

a. written permission is essential
b.  Compensation legally binds agreement

6. Media inquiries

a. Give only basic information: title, job description, date of employment but NOT salary (unless it is public info), home address, marital status, race, number of children, job performance
b. Serve as liason for reporter to obtain personal information directly from employee
c.  Can provide info on biographical sheets if employee signed.  Only use recent materials

**E. Copyright Law**

1. Important from 2 perspectives: 1. What PR materials should be copyrighted; 2. How to use copyrighted materials of others correctly
2. Definition: protection of a creative work from unauthorized use
3. Copyright does not cover “raw facts” and general ideas, but specific ways in which those ideas are expressed.
4. Material is copyrighted from the moment it is created.

a. Use the letter c in a circle, followed by the word copyright. Cite the year and name of owner
b.  Register with the Copyright Office, Library of Congress, Washington, DC

5.  for how long? Life of author plus 50 years. Work by    organizations is protected 75 years.
6.  Copyright issues on the Internet

a. Downloading or uploading material. Same rules apply to cyberspace. Authorization required.

7. Copyright guidelines

a. Ideas cannot be copyrighted but the expression of those ideas can.
b. Major PR materials (brochures, annual reports, videotapes) should be copyrighted.
c. Seek permission for material used for sale
d.  Seek permission for taped segments of TV, movies, or songs.
e. Freelance photographers retain rights to photos
f.  Private letters, photos of celebrities require releases.
g. Government documents are not copyrighted but avoid implying government endorsement

**F. Trademarks**

a. Trademarks Are Registered Words, Names, Symbols or Devices Used To Identify a Product.
b. Always capitalized and never used as nouns. You violate trademark law if you say “May I have a Kleenex?”
c. Avoid improper use of other registered trademarks
d. Guideline for determine trademark infringement

(1) Use of Name To Capitalize on other’s reputation
(2) Intent to Create Confusion
(3) Similarity of Two Organizations
(4) Has the trademark been actively protected
(5) Is the Trademark Unique

e. Misappropriation of Personality

(1)  Celebrity Holds Sole Right To Exploit Value of celebrity status
(2) Includes still or video image, voice or likeness

**G. Federal Trade Commission (FTC)**

a. Jurisdiction over advertisements and Product News Releases/Photos
b. Commercial Speech is not protected
c. FTC Monitors For Deception

--Unsubstantiated Claims
--Ambiguous Claims
--Fraudulent Testimonials
--Puffery and Exaggerated Claims
--Deceptive Demonstrations
--Deceptive Pricing
--Defamation of the Competition
--Fraudulent contests
--Misuse of the word “Free”
--Bait and switch tactics

d. Guidelines to avoid abuses in Product Publicity

--Be sure information is accurate
--Make sure endorsers use the product
--Get permission for testimonials
--Provide detail about tests and surveys
--Describe prizes and awards accurately
--Be accurate about describing a product as new

**H. Securities and Exchange Commission (SEC)**

a. SEC monitors Financial Affairs
b. Public disclosure and insider trading Laws Affect Corporate Public Relations Practice
c. SEC Guidelines

(1) Full information that materially affects Company’s Stock
(2) Timely Disclosure is essential
(3) Insider Trading is illegal

**I. Other Regulatory Agencies**

a. Food and Drug Administration (FDA)

1. Covers Prescription Drugs, Cosmetics and Over-the-Counter Medicines
2. The General Concern is Misbranding

b. Bureau of Alcohol, Tobacco and Fireanns

1. Main Concern Is Also Misbranding

c. Environmental Protection Agency (EPA)

**Technology and Public Relations**

**Online media rooms help reporters gain information for potential stories.** Sending press releases has become much easier with[e-mail](https://computer.howstuffworks.com/e-mail-messaging/email.htm). With a few simple mouse clicks, a public relations specialist can send tens or thousands of press releases to a targeted group of journalists.

This practice, however, has given rise to press release[spam](http://www.ojr.org/ojr/business/1017967664.php), meaning that journalists are more likely to press the delete key before even opening the message. There are some companies who advertise spam-free press release services. These companies claim to have access to reporters and editors at top publications. The company will write and distribute a press release for a fee.

Another advance in PR technology is the Web itself. By building a well-designed Web site, a company, individual or organization can share information that polishes its image and furthers its agenda.

Web sites are also an excellent way to get the right information to journalists. Most large organizations and businesses include a**media room**on their official Web site. This area of the site is used to publish all press releases, company history, executive bios, high-resolution digital photos and even downloadable, digital press kits. Rather than seeking out media attention through mass-e-mailed press releases, a good Web site will draw in journalists by itself.

One of the biggest PR challenges posed by technology is the explosion of**social media**, sometimes called Web 2.0. Social media includes social networking Web sites like Facebook and MySpace, and user-generated content communities like YouTube.

**The PR Council Code of ethics and Principles:**

 Members of the Council commit to standards of practice that assure clients, the public and media, employees, and business partners and vendors the highest level of professionalism and ethical conduct in every relationship with a Council member. This commitment is a requirement for application and continued membership in the Council.

**1. We adhere to the highest standards of ethics in the public relations profession.**

The employees of public relations firms are members of a profession which has well-established guidelines for ethical behavior through professional organizations such as PRSA and the PR Council as well as within their individual firms. We expect each of our employees to commit themselves to those guidelines, and advise our clients’ communications professionals to do so as well.

**2. We protect the integrity of client information.**

Member firms will serve their clients by applying their fullest capability to achieve each client’s business objectives. Members reserve the option to represent more than one client in an industry sector but any apparent conflicts must be vetted with relevant clients. Council firms and their employees will respect client confidences and the privacy of client employees.

**3. We honor our role in society.**

In their service to clients, public relations firms play a vital role in encouraging public discourse. The professionalism and objectivity of our firms helps clients engage in that discourse, and clients turn to us for our counsel and assistance to vigorously pursue their organizational goals in educating or persuading audiences that matter most to them. Public relations firms help clients as diverse as government agencies, public and private companies, and not-for-profit groups. In a democratic and free-market society, our clients’ goals often put us in the sphere of such complex issues as thorny policy debates, intense market competition or critical education needs in areas of public health, safety and well-being.

**4. We are committed to accuracy.**

In communicating with the public and media, member firms will maintain total accuracy and truthfulness. To preserve both the reality and perception of professional integrity, information that is found to be misleading or erroneous will be promptly corrected and the sources of communications and sponsors of activities will not be concealed.

**5. We believe that our clients and the public are best served when third party relationships with spokespeople, bloggers, partners and allies are open and transparent.**

Our bias in counseling clients is toward disclosure, which we believe is appropriate as a principle and effective as a communications tool.

Third-party spokespersons, such as scientists, economists, scholars, celebrities, online media “influencers” such as bloggers, or other third party content experts who are involved in word of mouth communications, enrich the public discourse. Third-party organizations such as alliances or coalitions may be created to promote our clients’ interests. When a spokesperson, expert or organization is paid for participation we will not conceal the paid nature of the relationship.

**6. We are conscientious stewards of taxpayer dollars.**

Working for federal, state and local governmental entities involves a unique responsibility as it is paid for by taxpayers’ dollars and, like the rest of our work, must uphold the public trust at all times.

**7. We value diversity and inclusion in our profession.**

We believe that a diverse workforce that includes individuals of different backgrounds, beliefs and perspectives strengthens our member firms and the profession. When selecting subcontractors and vendors, we seek assistance from a broad array of partners and suppliers to increase opportunities for minority owned, women owned and small businesses. The more “voices” that are present, the better able we are as advisors to help our clients speak to an increasingly complex world.

Members will adopt policies that assure equal opportunity for all job candidates without regard to race, color, religion, national origin, sex, sexual orientation, age, veteran status, disability or any other basis prohibited by applicable federal, state or local law. Council members will also respect the personal rights of their employees and former employees. They will provide employees the necessary tools to serve their clients and opportunities to develop their professional skills. They will safeguard the privacy and handle with respect the professional reputation of current and former employees.

**8. We are committed to agency practices that increase society’s confidence in the practice of public relations.**

When we engage with journalists, bloggers or other organizations, we disclose who we represent. We respect the opinions of journalists and other spokespeople as their own. We do not retain or compensate journalists to represent client interests in their media. We expect bloggers and other online influencers to be honest and accurate.

**International Public Relations:**

Emerging markets are growing at a rapid pace and the latest generation of professionals is more diverse than ever before. This makes understanding cultures, global issues and maintaining ethics within cross-cultural communication all the more important. PRSSA has compiled a list of resources on other countries and cultures to help foster global understanding and education.

For additional help or information, contact the PRSSA vice president of external affairs.

**Africa**

African Public Relations Associations

Public Relations Institute of Southern Africa (PRISA)

Kenya – Public Relations Society of Kenya (PRSK)

**Asia**

China – China International Public Relations Association (CIPRA)

India – Public Relations Society of India (PRSI)

Indonesia – Public Relations Society of Indonesia (PRSI)

Malaysia – Public Relations Consultant Association of Malaysia (PRCAM)

Philippines – Public Relations Society of the Philippines (PRSP)

Singapore – Institute of Public Relations of Singapore

South Korea – Korea Public Relations Association (KPRA)

**Asia-Pacific**

Australia – Public Relations Institute of Australia (PRIA)

New Zealand – Public Relations Institute of New Zealand (PRINZ)

**Europe**

Austria – Public Relations Verband Austria (PRVA)

Belgium – European Public Relations Education and Research Association (EUPRERA)

Czech Republic – Komora Public Relations (KoPR)

Estonia – Estonian Public Relations Association (EPRA)

Germany – German Public Relations Association / Deutsche Public Relations Gesellschaft e.V. (DPRG)

Hungary – Hungarian Public Relations Association (HPRA)

Italy – Italian Federation of Public Relations / Federazione Relazioni Pubbliche Italiana (FERPI)

Ireland – Public Relations Institute of Ireland (PRII)

Norway – Norwegian Communication Association / Norsk kommunikasjonsforening (NORSK)

Portugal – Portuguese Association of Corporate Communication / Associação Portuguesa de Comunicação de Empresa (APCE)

Russia – Russian Public Relations Associations (RASO)

Sweden – Swedish Public Relations Association / Sveriges Kommunikatörer (SPRA)

Switzerland – Swiss Public Relations Association / Schweizerischer Public Relations Verband (SPRV)

Switzerland – Swiss Public Relations Institute / Schweizerisches Public Relations Institut (SPRI)

United Kingdom – Chartered Institute of Public Relations (CIPR)