

Public Relations: A Management Function

What Is Public Relations?



Definition

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

Broom, 2009, Effective Public Relations, page 7.



Functions of Public Relations

- The typical 12 functions of public relations can be categorized by competencies, the four-step process, and others.



Competency Functions

- Trusted counsel – Advise and anticipate.
- Internal communication – Engage employees.
- Media relations – Develop public trust.
- Community relations – Establish public support.
- External communication – Build public support and trust.



Four-Step Process Functions

- Research
- Strategize and plan
- Implement, execute and communicate
- Evaluate



Other Functions

- Publicity and special events
- Issues management
- Crisis communication



Definition Review

- Advertising – Information placed in the media by an identified sponsor that pays for time or space.
- Marketing – Management function that identifies human needs and wants, and offers products and services to satisfy those demands by targeting customers.



Definition Review

- Press agency – Creating newsworthy stories and events to attract media attention and gain public notice.
- Publicity – Information from outside source used by the media because it has news value.



Definition Review

- Public affairs – Specialized area of public relations that builds and maintains mutually beneficial governmental and community relations.
- Government relations – Involves flow of information to and from legislative bodies.
- Lobbying – Primary purpose is to influence legislation and regulation.



Definition Review

- Issues management – Anticipates, identifies, evaluates and responds to public policy issues.
- Crisis communication – Protects and defends an individual, company or organization facing a public challenge to its reputation.



Definition Review

- Financial relations – Aspect of public relations responsible for building relationships with investor publics and the Securities and Exchange Commission.

