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 agentry** – 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.