

## HOW PUBLIC RELATIONS BENEFITS SOCIETY \*

- Public relations is a means for the public to have its desires and interests felt by institutions in our society. It speaks for the public to otherwise unresponsive organizations, as well as speaking for those organizations to the public.
- Public relations helps achieve mutual adjustment between institutions and groups, establishing smoother relationships that benefit the public.
- Public relations can be a safety valve for freedom. By providing means of working out accommodations, it makes arbitrary action or coercion less likely.
- Public relations is an essential element in the communications system that enables individuals to be informed on many aspects of subjects that affect their lives.
- Public relations can help activate organizations' social conscience.
- Public relations is a universal activity. Everyone practices principles of public relations in seeking acceptance, cooperation or affection of others. Public relations professionals only practice it in a more professional way.

*\* Report of PRSA's Task Force on the Status and Role of Public Relations, 1980.*

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