

Public Relations & Publicity

Public Relations

- Public relations involves building good relations with the company's various publics by obtaining favorable publicity, building a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
 - evaluates public attitudes
 - identifies issues of public concern
 - executes programs to gain public acceptance
- Publicity tools
 - Methods of obtaining nonpersonal presentation of an organization, good, or service without direct cost.

Functions of Public Relations

- Press relations
- Product publicity
- Corporate communication
 - Sustainability reports one significant area of major corporations
- Public affairs
- Lobbying
- Employee and investor relations
- Crisis management
 - What we most often think of when we think of PR

Public Relations Tools

- New product publicity
- Product placement
 - TV shows, special events, etc.
- Consumer education
- Event sponsorship
- Issue sponsorship
- Web sites

Elements of Public Relations

- Publications: brochures, special-purpose single issue pubs—perhaps books
 - Inform various constituencies about the activities of the organization and highlight specific areas of expertise
- Video & audio: programs and public service announcements (PSAs)
 - Highlight the organization, or support cause-related marketing efforts
- Annual reports
 - Give required financial performance data and inform investors and others about the unique activities of the organization
- Media Relations: press kits, news releases, speeches, event sponsorships
 - Generate news coverage of the organization's activities, products or services
- Electronic media: web sites, email campaigns, social media
 - Website contain all of the above information; email directs PR efforts to specific target groups