



## An overview of Public Relation& Its contents

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### **Abstract**

*Public relations is concerned with strategies to comprehend, inform, and intervene to change interactions between ideas, people, groups, and society, both as a research field and as a professional practice. It is an interdisciplinary field that aims to benefit organizations and society at large by influencing the creation, maintenance, and restoration of reputation through techniques like public affairs and issue management, risk and crisis communication, community building and corporate social responsibility, and rhetorical advocacy. Public relations scholarship is expanding from its relatively small geographic roots in a few Western regions to a more robust and varied global endeavor, looking to the future.*

**Keywords:** Public relation, organization, relation, communication, brand, awareness

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### **I. Introduction:**

Public relations are a strategic communication process that firms, individuals, and organizations use to develop relationships with the public that are mutually beneficial. Managing and distributing information from a person or an organization to the public in an effort to change how they are seen by the general public is known as public relations. In contrast to publicity, which is uncontrolled and funded by outside sources, public relations are internally managed.

A public relations specialist develops a specific communication plan and employs media and other direct and indirect means to establish and maintain a positive brand image and a strong relationship with the target audience. Specialists in public relations build and maintain connections with the target market of an organization, the media, pertinent trade media, and other opinion leaders. Working with the press, setting up interviews for company spokespeople, writing speeches for company leaders, serving as an organization's spokesperson, preparing clients for press conferences, media interviews, and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and designing communications campaigns are all common duties.

In simple terms, Public relations is a strategic process of managing the release and dissemination of organization-related information to the public in order to maintain the organization's and its brands' favorable reputation. This process focuses on –

- What information should be released,
- How it should be drafted,
- How it should be released, and
- What media should be used to release the information (usually earned or free media is used for the same).

### **Objectives:**

The primary objective of public relations is to maintain a positive reputation of the brand and a strategic relationship with the public, prospective customers, partners, investors, employees, and other stakeholders, which creates a positive image of the brand and makes it appear trustworthy, successful, important, and relevant.

### **II. Literature Review:**

According to Ivy Ledbetter Lee (1914), "Public relations is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its publics."

According to Prisa(1998), "Public relations is the management, through communication, of perceptions and strategic relationships between an organization and its internal and external stakeholders."

According to Marla Aaron, “Public relations is communicating your organization’s messages at the right time and in the right place to the right audience. With the proliferation of tools and technologies, we can measure the value of those efforts and how they align with a business’ overall mission.”

According to Mark Burgess, “PR focuses on building good relations with the company’s various publics by obtaining favorable publicity, building a good corporate image, and handling crisis management issues.”

### Functions of Public Relations:

Public relations are distinct from marketing. Public relations firms do not purchase advertisements, produce stories for reporters, or emphasize appealing paid promotions. Public relations' primary function is to promote the brand through editorial content that appears in periodicals, newspapers, news channels, websites, blogs, and television programs.

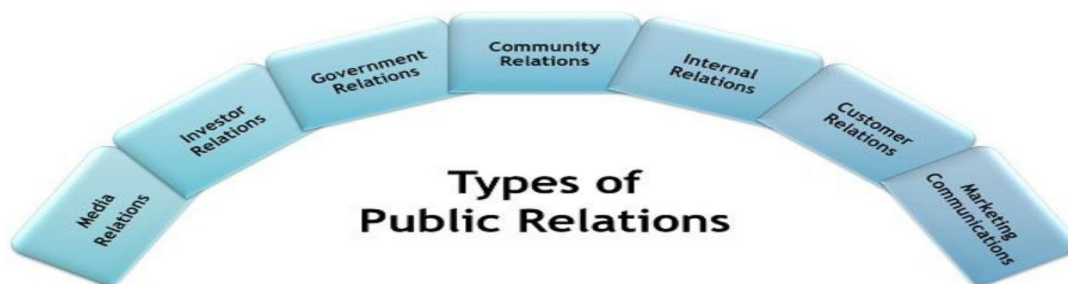
There are advantages of using earned or free media for promotion, as the information on these platforms is not purchased. Due to its third-party validation, the public does not view it with skepticism.

The functions of public relations managers and public relations agencies include:

- Anticipating, analyzing, and interpreting the public's opinion and attitudes toward the brand, and developing tactics to impact them through the use of free or earned media.
- Developing editorial content strategy to support every brand campaign and new initiative.
- composing and disseminating press releases
- Speechwriting.
- Plan and execute specific public relations and media outreach events
- Content creation for the web (internal and external websites).
- Developing a public relations crisis strategy.
- Managing the brand's social media presence and responding to public feedback on social media networks.
- Counseling organization employees regarding policies, courses of action, organizational duty, and their own responsibility.
- Dealing with government and legislative agencies on the organization's behalf.
- Dealing with public groups and other organizations over social and other organizational policies and government legislation.
- Dealing with investor relations.

### Types of Public Relations:

According to the functions of the public relations department/agencies, public relations is categorized into 7 types. These are:



- **Media Relations:** Media Relations is the process of communicating an organization's mission, policies, and practices to the public in a positive, consistent, and trustworthy manner through the media. Typically, this entails collaborating directly with the individuals responsible for news and feature production in the mass media.
- **Investor Relations:** Investor relations is a strategic management function capable of merging finance, communication, marketing, and securities law compliance to facilitate the most effective two-way communication.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Community relations, a vital component of any successful business, refers to the ways organizations employ to build and maintain mutually beneficial relationships with the communities in which they operate.

- **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:** Customer relationship management is the process through which a business or other organization manages its contacts with customers, generally by analyzing vast quantities of data.
- **Marketing Communications:** Marketing Communications refers to the mix of several marketing channels and techniques. Channels of marketing communication concentrate on how organizations transmit a message to their target market or the market in general.

### **Public Relations Examples**

PR stunts or strategies range from donating to an affected community to running a brand activation stunt in a mall. Some of the examples of successful public relations campaigns are:

#### **Google's Fight Ebola Campaign**

The outbreak of the Ebola virus in 2014 was critical as it was spread among many countries and took many lives. Google, to help the people in need and to build up a positive brand image, started a donation campaign where it pledged to give \$2 for every \$1 donated to the cause through its website. The public relations strategy attracted the media attention and resulted to be a huge success as Google raised \$7.5 million.

#### **Paramount Pictures the Ring Publicity Stunt**

Paramount Pictures, to promote its new horror franchise, The Ring, and to get more user attention, took a step forward and planned a publicity stunt where the protagonist haunted the people in a real-life scenario. The film's most iconic scene of Samara crawling out of the TV set was recreated in a TV showroom where the protagonist came crawling out of the hidden compartment behind a TV screen and scared people. The stunt went viral and the video received over 10 million views on Facebook.

#### **Just Eat & A Sick Customer**

Just Eat is an online food ordering application that lets users add comments to their orders to inform the delivery person about the right address or to leave the order to the neighbor etc. One unwell customer tried her luck to see if she could get the delivery person to stop en-route and get her some medicines. She wrote: The delivery person delivered both and this public relations stunt went viral over the media.

#### **Facebook Paris Support Profile Pictures**

In response to the tragic shooting in Paris in 2015 where at least 129 people died, Facebook added a France flag filter which the users could apply to their profile pictures to support France. Millions of people applied this filter and appreciated this effort by Facebook.

### **Public Relation Advantages & Disadvantages**

You may be aware of PR as a tool for strategic communications, but have you thought about how public relations might enhance the management of your company's overall image and reputation? In order to help you better grasp the advantages of PR while developing your marketing and communication plans, this article seeks to shed some light on the most significant advantages and downsides of PR.

#### **Advantages Of Public Relations**

- **Credibility:** The credibility of the business is closely related to the strength of the brand. When someone else speaks favorably about your company, your brand's credibility is strengthened, which is another important advantage of PR. To generate favorable conversation (from the media and the general public) about your brand, so that credibility is increased, is the goal of PR initiatives.
- **Positive Brand Image:** The PR team can begin focusing on establishing a favorable brand image in the markets where it counts the most after raising awareness. Because image significantly influences the company's position in the market and overall standing, PR professionals frequently discuss the benefits of building and maintaining a positive brand reputation.
- **Maintains Reputation:** The majority of PR plans are created with a long-term objective in mind. One benefit of a PR consultant is that the PR team works to develop and preserve a positive brand reputation over time. Something that takes time since customers are cautious before fully trusting businesses. Fortunately, PR is a very powerful instrument for long-term reputation management.

- **Attract Investors:** When seeking investor finance, a PR plan is quite helpful. Venture capitalists or equity investors might be made aware of what you have to offer with the proper media placement and timing. Investors have more reason to think you're a profitable investment proposition because PR focuses on establishing reputation.

#### **Disadvantages Of Public Relations**

- **No Direct Control:** The willingness of third-party endorsers to disseminate your content is crucial to public relations. As a result, you have a smaller direct say in whether PR operations are successful. A very small percentage of journalists will actually open your email and read what you have to say when you pitch your article to several different writers.
- **Hard to Measure Success:** The effectiveness of your public relations initiatives cannot be determined by using a predetermined measurement system. The metrics you use and KIPs you establish heavily depend on the aim of your PR campaign. In light of this, there are various standards you may use to gauge the PR's return on investment. To ensure that your PR activities are in line with your overall marketing objectives and to help you gauge your progress, keep this in mind at all times.
- **No Guaranteed Results:** Success is never guaranteed in marketing campaigns. The major drawbacks of public relations have to do with determining whether your efforts were successful. You run the danger of getting absolutely no reaction from your target audience if your strategy is poorly implemented. Maybe the technique wasn't the issue after all; frequently, the main message just isn't powerful enough to reach the target demographic.

#### **Importance of Public Relations**

With over 63% of the value of most company's dependent on their public image, public relations have 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 the way it wants to.

##### **Increase Awareness**

Both the organization as a whole and the PR department within it place a primary emphasis on raising awareness among target audiences by elucidating product characteristics and core beliefs.

##### **Promote Brand Values**

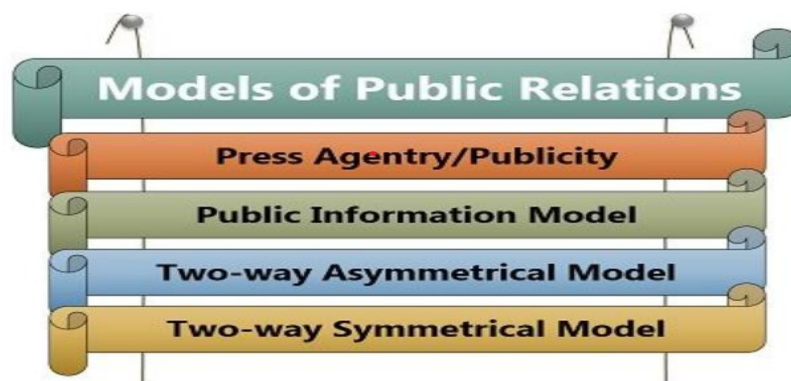
PR is used to send out positive messages which are in line with the brand's value and its image. This builds up the brand's reputation.

##### **Strengthen Community Relations**

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

#### **Models of Public relations**

In 1984, Todd Hunt and James Grunig, two public relations theorists, presented the four types of public relations. These models aid in our understanding of the numerous communication- and feedback-based public relations techniques.



**Press Agency/Publicity:** The press agency approach only allows for one-way contact. The PR specialist works to promote a favorable perception of the business among customers, partners, and other associates. Under this arrangement, recommendations or feedback are disregarded.

**Public Information Model:** The information goes from the organization to the stakeholders, investors, employees, and other partners in this type of one-way communication. The pertinent information is disseminated by news, press releases, videos, news, etc.

**Two-Way Asymmetrical Model:** The imbalanced communication between the sender and the recipient is represented by this model. The company manipulates, persuades, and convinces its audience to accept its message as true and act accordingly. Due to the lack of attempts taken to solicit public comment, it is unbalanced.

**Two-Way Symmetrical Model:** The mutual comprehension is the foundation of the two-way symmetrical model. It uses the conflict resolution technique to firmly establish the brand within the target market. It is regarded seriously when stakeholders, investors, employees, and other partners provide feedback.

**Public Relations Vs Marketing Vs Advertising**

Public relations deal in communicating expertly drafted messages using non-paid/earned media to build mutually beneficial relationships with the public.

Advertising, on the other hand, is a paid communication message intended to inform people about something or to influence them to buy or try something.

Marketing is the umbrella under which all the divisions dealing with creating, communicating, delivering, and exchanging dwells. That is, PR is the subset of marketing. Everything a PR department does is determined by the marketing goals set by the organisation.

	Public Relations	Advertising	Marketing
<b>Definition</b>	Public relations is a marketing tool of communicating expertly drafted messages using non-paid/earned media to build mutually beneficial relationships with the public.	Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor.	Marketing refers to activities a company undertakes to create, communicate promote, deliver, and exchange the offerings that have value for the customers.
<b>Driven by</b>	Relationship driven	Communication driven	Company/Brand growth driven
<b>Communication</b>	Two-way	One-way	Two-way
<b>Importance</b>	To build a favorable relationship with the target audience.	To communicate to the target audience about a certain offering, action, work, or other brand-related information	Identify and cater to the customers' needs to survive and thrive.

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