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## About Public Relations



### **History of ancient Public Relations**

The ancients were obsessed with finding relationships and communicating with different peoples. so, the chiefs of tribes in primitive societies practiced a kind of relationship in which they relied on doctors, magicians, and sometimes priests, as they were the most capable people in using the arts of expression, influence and persuasion, so they were the most capable of directing public opinion, and polishing Images of leaders and crisis management, stimulating wars and mobilizing people to adopt an opinion, and we have seen this in various ancient civilizations, such as:

#### **Public relations in the Assyrian civilization**

They created pictorial pamphlets where they painted in colors pictures of their victories and kings with the family, and they displayed them in the palaces, squares and main streets, just like the current posters, banners and electoral campaigns.

#### **Public Relations in the Pharaonic Civilization**

The ancient Egyptians were considered among the peoples who cared most about controlling public thoughts and moving their feelings, and they used in that many public relations tools that imprinted in the minds the image of the god ruler or half-god, such as speeches and the construction of temples and murals that preserved all the achievements of the pharaohs and families, and served as a newsletter History was written in its time.

### Public Relations in Greek Civilization

They were the pioneers of rhetoric, and persuasion, such as Socrates, Plato, and Aristotle, and their opposition to the Sophists. Greek myths are also considered one of the oldest tools that controlled the public's thoughts, by indoctrinating them with religious and political ideas in the form of simplified stories that lived in their memory and indirectly controlled their behavior and convictions.

### Public Relations in Roman Civilization

In the year 49 BC Julius Caesar was sending reports on his legendary achievements in a daily bulletin entitled ACTA DIURNA, and Julius Caesar is considered one of the most skilled leaders in obtaining popular support, even if this support may lead to the start of a war, and Caesar's skill is due to his interest in distributing leaflets and presenting plays. In other words, he relied mainly on all advertising devices in his country to gain the support and sympathy of his people, that is, it is the same technique that the media used in America in World War I and II to mobilize patriotic feelings.

### in Islamic civilization

Islamic countries have been interested since ancient times in promoting themselves and their political stances, and the most famous means for that were poetry and poets, who were means of building a network of public relations with the public. That poetry spreads among people due to its sweetness, and the attitudes of that character are promoted with it, and for this reason poetry of praise prevailed over the rest of the purposes of poetry. Rather, the famous poets were mostly praising the rulers, such as Al-Mutanabbi who praised many personalities, the most famous of which was Saif al-Dawla al-Hamdani, and Abu Tammam who used to praise al-Mu'tasim al-Abbasid.

### The development of public relations

Evidence shows that it continued to evolve during the settling of the New World and during the movement to abolish slavery in England. Basil Clarke is considered to be the founder of public relations in the United Kingdom for his establishment of "Editorial Services" in 1924

The United States, the United Kingdom, Germany, and others used the concept of propaganda, which later [ evolved into public relations, to rally domestic support and to demonize enemies during the World Wars.

The formal practise of what is now known as "public relations" dates back to the early twentieth century.

in the second half of the 20th century, public relations entered an era of professional development. Trade associations, PR news-magazines, international PR agencies, and academic principles for the profession were established.

Since then, public relations have been defined in a variety of ways.

### **The Definition of Public Relations**

PR is the Persuasion Business. You are trying to convince an audience, inside your building or town, and outside your usual sphere of influence, to promote your idea, purchase your product, support your position, or recognize your accomplishments..

The Public Relations Society of America defines public relations as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Essentially, public relations specialists manage an organization’s public image and reputation. They help that organization communicate with their public and work on developing a positive relationship between the two..

In Simple words, public relations is a planned process of managing the release and distribution of information about an organisation to the general public in order to maintain the organization's and its brands' favourable reputations.

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).

Public relations, often abbreviated to "PR," is a distinct discipline, but it shares characteristics with several other specialties, including marketing, communications, and advertising. Even though responsibilities in these fields may be similar, certain aspects of public relations distinguish it and make it a unique industry.

### ***Marketing vs. Public Relations***

Public relations is part of the larger marketing umbrella. Marketing includes presenting a positive impression of products, services, and organisations to customers. While similar to public relations, marketing aims to meet customers' needs, ensure a product or service meets their expectations, and drive sales. The goal of public relations, on the other hand, is to build a relationship between the general public and a company. Public relations professionals can assist marketers in their efforts because positive customer relationships can indirectly help boost sales and satisfy a target market

### ***Public Relations vs. Advertising***

Advertising is a subset of marketing that frequently overlaps with public relations.

Advertising and public relations both work to achieve marketing objectives, even if in different ways. Advertising directly communicates with customers to promote a product and explain why it is superior to a competitor's services. Public relations contains two communication with customers about why the organisation is deserving of their popular support. PR can assist advertisers in their efforts to sell by opening up the conversation with customers, allowing these two fields to collaborate to meet customers' needs and increase sales.

### ***Public relations specialist***

A public relations professional is in charge of creating and utilizing a public relations strategy to assist a company or individual in cultivating a positive reputation through various unpaid or earned channels and formats, such as press, social media, and in-person engagements. They also help customers in defending their reputation and image during crises that endanger their credibility.

A public relations specialist creates and maintains a positive brand image and a strong relationship with the target audience by developing a specialised communication plan and utilising media and other direct and indirect mediums.

unlike advertisers, PR specialists persuade their external or internal audiences via unpaid or earned methods. Whether it's the traditional media, social media or speaking engagements, they communicate with their audiences through trusted, not paid, sources.

### **Characteristics of Public Relations Professionals**

Because there is no single degree required to enter the field, public relations professionals rely heavily on different qualities and characteristics they bring to their positions. However, certain skills are necessary to do the job of a PR professional effectively:

- Strong written and oral communication skills
- Knowledge of sales, advertising, and marketing
- Creative, critical thinking
- Ability to conduct thorough research
- Technological literacy
- Complex and strategic problem-solving
- Being service- and solutions-oriented

### ***The Objective Of Public Relations***

The main goal of public relations is to keep the brand's reputation positive and to maintain a strategic relationship with the public, prospective customers, partners, investors, employees, and other stakeholders, which results in a positive image of the brand and makes it appear honest, successful, important, and relevant..

### ***Functions Of Public Relations***

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. The main role of public relations is to promote the brand by using editorial content appearing in magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third-party validation and hence isn't viewed with scepticism by the public..

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

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support the brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.

8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organisation.
11. Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government.
12. Handling investor relations.

### Types Of Public Relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organisations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **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:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
- **Internal Relations:** Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility. Cooperating with them during special product launches and events.
- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

### Methods used in public relations

**Personal communications:** It is one of the most important and prominent means used in public relations because it has a great and direct impact on the communication process, as well as being a two-way means through which the reaction or level of response can be measured to what is presented of ideas, directions, or meaningful dialogue.

**Printed media:** There are various models and forms that can be used in the field of publications, but they are often divided into two groups:

**Direct mail:** At the same time, it is one of the main important means also used in direct marketing, whose role is limited to public relations on the basis that it is a message with a specific content that can be sent to multiple people or parties and often can be sent to distributors, intermediaries, workers, and consumers. ..etc.

**Publications:** It is a complement to direct mail and may come at a later stage to it and is used to give more information on the subject to be delivered, and it takes various forms such as

booklets, integrated files that include information on the target subject in the communication, postal envelopes...etc.

**Visual Communication:** It is a group of communications that takes place through the use of the sense of sight in order for the target party to identify the intended object accurately and clearly, and the most prominent means used are: photographs, films, television, and exhibitions.

## **The Importance of Public Relations**

Public relations plays a vital role in business today. It's a key aspect of brand management, can help increase sales, and builds relationships with people who interact with your organization. PR can also allow you to mitigate damage from a crisis or take advantage of unexpected opportunities that can benefit your business. Best of all, PR can maximize the effectiveness of the narrative surrounding your organization. Because of the highly connected, fast-paced nature of modern life, this is invaluable.

While businesses may be able to handle this aspect of marketing on their own, they may not have the necessary experience and knowledge to successfully do it without help. For the biggest impact, organizations should enlist the help of a professional. That can mean they either contract out from an agency or keep someone in-house; each organization has unique needs, careful consideration is necessary to determine what would be best for a given organization before making a decision.

No matter what they decide, modern organizations cannot ignore the importance of public relations. It's a demanding field, and, to excel, you need to have great communication skills, be able to think strategically, and understand how to manage the large and complex relationship between the public and an organization. Further, PR that is poorly done might hurt more than it helps.

## **PIONEERS IN PUBLIC RELATIONS**

As a public relations student, you should be aware that the profession has a history and a heritage. It has been formed by the actions and ideas of men and women. The following are some notes on some of these key figures in understanding the current state of public relations.

- **H.S. Adams** wrote the first magazine article about public relations, "What is Publicity?" which was published in American Review in 1902

- **Samuel Adams** led public relations for the Revolutionary War, staged the Boston Tea Party, and developed a propaganda campaign that lasted for more than 20 years (until America gained independence from Britain)

- **Ivy Ledbetter Lee** (1877-1934) is credited with refining the art of media relations, he is regarded as the originator of the public relations counsel concept

- **Sir Thomas Basil Clarke**, KBE (12 August 1879 - 12 December 1947) was an early pioneer of public relations and British government wartime propaganda expert. He also was a war correspondent in the First World War, later writing a book of his experiences entitled My Round of the War.

- **Joseph Varney Baker** became the first African American public relations practitioner to open his own firm. He was also the first African American to become accredited by the Public Relations Society of America (PRSA) and the first African American member to become president

- **Leone Baxter** and Clem Whitaker founded the first public relations agency for political campaign management.

- **Edward Bernays**, considered one of the founding fathers of public relations, taught the first college public relations course (New York University) and developed the subject as an applied social science. He also wrote *Crystallizing Public Relations* in 1923 which provided principles and practices for the profession

- **Doris Fleischman**, Bernays' wife, led public relations campaigns which advocated women's pay and the advancement of women on media careers

- **Harold Burson** founded one of the largest public relations agencies in the world, establishing offices in 81 countries.