

A) public relation

a) What is public relation ?!

According to cutlip center and Broom " public relations is the management function that identifies , establishes , and maintains mutually beneficial relationships between an organization and various publics on whom it's success or failure depends "

B) Public relations' purpose :

To identify , build and sustain mutually beneficial relationships .

C) public relations scope :

It began as a public relation activity (i.e publicity) now , public relations includes employee relations ,investor relations, community relations , public affairs , lobbying (influencing) and so social media .

D) public relations skills

- 1 Writing
- 2 Research
- 3 Interpersonal communication
- 4 Media and cultural literacy
- 5 Critical thinking
- 6 Business knowledge

Note : public relation is practiced worldwide especially in emerging markets and developing countries . It will always be valued anywhere and in any situation where public support is key to an organization success .

B) foundational principles

From its inception in the early 1900s, the public relations sector has undergone significant development. In reality, with the introduction and rapid expansion of social media, it has undergone a significant transformation even in the last ten years. This presentation will look at ten public relations principles that should hold true for the next 10 to 20 years, regardless of how the media landscape changes. These are ideas that have repeatedly proven to be true in the field of public relations and are followed by PR professionals all over the world

Principle #1 – Organizations exist only by public consent.

The word “**consent**” here means “**agreement**” or “**permission**.” But in what way does the public give its “consent” for an organization to exist? If the organization is a “**for-profit**” company, its existence rests upon whether the public buys its product or services. Without this consumer public, that organization would not exist. If it’s a “**not-for-profit**” organization, its existence is dependent upon people giving their time (volunteering) or money (donations). Without these things, this organization would not exist .

An Organizations have many publics who have a vested interest in what the organization does. These individuals, groups, or associations are referred to as **stakeholders** because they can either influence or are influenced by the organization’s business. These stakeholders include the consumers of the product, but they also include employees, government, media, financial institutions, and neighbors in the community where the organization conducts its business. All of these stakeholders can either help or hinder your organization’s mission. The function of public relations is to manage the relationships between these stakeholders and the organization.

Principle #2- Mutually beneficial relationships require two-way communication.

this simply means is that in addition to sending messages to their publics, organizations receive them as well. Today, organizations must listen to their stakeholders/publics – especially given the prevalence of social media. There needs to be a dialogue, not a monologue. Additionally, organizations must demonstrate they have heard their publics by adjusting policies and products to their publics’ needs and wants – as much as possible. If the goal is to build and sustain mutually beneficial relationships between an organization and its various publics, two-way symmetric (balanced) communication must be practiced

Principle #3 – It’s not our job to put a clean shirt on a dirty body

Many people believe this is the fundamental job of a public relations practitioner – to make something appear better than it actually is. Using hype, manipulation

distraction – and maybe outright lies – the practitioner uses “spin”(**making something appear better than it actually is**) to put a good face on someone or something that is essentially not good.

While spin may work – and many amateur PR hacks still do it – it is counter-productive to long-term public relations goals. If our job is to build and sustain relationships, spin destroys the most important ingredient to a healthy relationship: trust. Once that trust is lost, it is very difficult to regain it. And, at that point, the relationship is in danger. Trust in business – as with all of life – is a valuable asset. Public relations practitioners can help organizations make better products, policies, and services, and communicate more effectively with all of their publics. They can ensure that their publics are “heard,” and that everything the organization does – as far as possible – is in their publics’ best interest.

Principle #4 – Act, then communicate.

The main point here is that, as the saying goes in America, “talk is cheap.” The public expects action from public relations professionals, not just talk.

Principle #5 – Clarity is more important than cleverness

Clear communication is difficult. Don’t lose your message by trying to be clever. If your goal is to build relationships, then clear communication is essential. In order for a message to be acted upon, it needs to gain the attention of the audience, be understood, and clearly address the audience’s needs and wants.

Principle #6 – Activity does not equal results

There is a difference between production and outcome, between activities and results. Your clients or bosses will expect that your public relations strategies and tactics will “move the needle.” In other words, something has to happen as a result of your public relations efforts. The public relations situation needs to change. The more public relations professionals can demonstrate real results – that are tied directly into the organization’s goals – the more valuable they become.

Principle #7 – Never refuse an opportunity to tell your side of the story.

When the news is bad, many organizations refuse to talk to the media. Instead, they say, “no comment.” To the public, however, “no comment” means “we’re guilty.” It also means “we’re uncooperative.” By telling your side of the story (especially in a bad situation), the public relations professional can help “frame” the story in the best possible light –without, of course, making a bad situation look better than it is (i.e., spin).But, the fact is, there are usually multiple “frames” that can be legitimately applied to the same situation. The media usually will pick the most dramatic frame because it makes for a better story. Your job as the PR professional is to make sure

the frame is fair and accurate – and also to suggest another frame, if necessary, that more accurately reflects the reality of the situation. All of this requires that the organization cooperates and works with the media to help them get a story. Understanding a journalist’s job – from what they need to when they need it – is fundamental to establishing constructive media relationships.

Principle #8 – Manage expectations.

The key to fostering healthy relationships with all stakeholders (the public) is managing expectations. when PR practitioners hype (exaggerate) an event, attendees will be upset when the reality doesn’t match the rhetoric. For exemple you're going to a party and the company that orngnized the event said it will only cost 1000d but when u Arive u have to pay 2000d !!! You'll get upset don't u .

This principle is also true, by the way, in maintaining positive relationships between PR practitioners and their clients. Your clients (and bosses) need to know what public relations can do, and what it cannot do. For example, if an organization has a negative reputation in the eyes of its publics, PR professionals cannot change a negative into a positive overnight. And ethical practitioners – aware of long-term public relations goals – will not put a clean shirt on a dirty body .

Principle #9 – Practice public relations proactively, whenever possible.

Proactive public relations requires that organizations are continually monitoring various environments, assessing relationships, and identifying and tracking issues that may affect the organization .Research shows that most organizational crises could have been prevented through early intervention. The goals of “issues tracking” are to prevent problems and take advantage of opportunities. Research shows that most organizational crises could have been prevented through early intervention. The goals of “issues tracking” are to prevent problems and take advantage of opportunities.

Principle #10 – Be a bridge, not a barrier.

There are at least two ways to practice public relations – and they are the polar opposites of each other. One way to practice PR is to be a barrier that protects an organization from its publics. This kind of PR uses one-way communication, doesn’t listen to stakeholders in any meaningful way,ignores the media, and uses spin to help an organization not take appropriate responsibility. The problem is, if the organization wants to maintain relationships with its stakeholders, “barrier” public

relations doesn't work –at least in the long term. Short term, being a barrier can work. But as soon as the stakeholders know that they have been lied to or manipulated – or are simply not being heard –the stakeholders will leave (i.e., use another product or service) or protest if they cannot leave (i.e., neighbors near a factory, etc.).But long-term, being a barrier is counter-productive to organizational goals. And, in today's world where transparency is becoming increasingly important, barrier PR simply won't work. A much more effective (and ethical) way to practice public relations is to be a bridge that connects an organization to its publics. Practitioners who see themselves as bridges use two-way communication with the organization's stakeholders, conduct transparent dialogue through the social media, and respond affirmatively to journalists' needs. The world doesn't need any more spin doctors. But it does need bridge builders who can foster dialogue, create mutual understanding, and build cooperative, mutually beneficial relationships.