



## About Public Relations

Public relations (PR) is about managing reputation – it's the result of what you do, what you say and what others say about you.

PR aims to earn understanding and support from an organisation's stakeholders, and influence their opinion and behaviour.

Every organisation, no matter how large or small, ultimately depends on its reputation for survival and success.

Stakeholders are customers, suppliers, employees, investors, journalists and politicians. They all have an opinion about the organisations they come into contact with - whether good or bad, right or wrong. These perceptions will drive their decisions about whether they want to work with, shop with and support these organisations.

In today's competitive market, reputation can be a company's biggest asset – the thing that makes you stand out from the crowd and gives you a competitive edge. Effective PR can help manage reputation by communicating and building good relationships with all organisation stakeholders.

## What are some PR activities?

Depending on the stakeholders to be engaged, PR can involve any of the following strategies; media relations, government relations, internal communication (for board and employee relations), event management, or crisis and issues management.

Every PR strategy should reflect an organisation's key messages, be relevant, and be communicated in a tone that is tailored to the stakeholder.

## How PR works

Relationships with members of the media are the foundation of successful PR efforts. Whether the media contact is a reporter from a local newspaper or a blogger, all contacts should be carefully cultivated through sharing press releases or other tailored communication and meetings.

A PR person's greatest asset can be a current and accurate media list for reaching influential editors, reporters and writers, as well as an insight into the editorial process.