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relation: Concept and
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Arthur Paige's six
principles of PR: tell the
truth, action speaks
louder than words,
always listen to the
consumer, anticipate
public reaction and

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eliminate practices that cause conflict, public relations is a management and policy-making function that impacts the entire company, and keep a sense of humor, exercise judgment, and keep a cool head in times of crisis.

Principles Of Public
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notes - Chapter 1 ...

provides an overview on the public relations profession. It describes the profession's history and evolution, the four-step public relations process, strategies and tactics, ethical challenges, and the foundational principles followed by public relations professionals. In this first lecture, we

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Relations attempt to define what public relations is, and trace

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LEARNING

OUTCOMES. At the completion of this course, students are expected to: 1.

Understand meaning of Public Relations. 2.

Know the Origin of Public Relations. 3.

Know the relationship between Public

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Relations, Marketing
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PRINCIPLES OF
PUBLIC RELATIONS
(Lecture Note)

Source: Public Relations
Strategies and Tactics
(Wilcox & Cameron) <http://marketeach.blogspot.com>
PR Lec1. 10

- Qualities Cont'd 1.
Contacts or network 2.
Good business sense 3.

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Broad communications
experience 4.

Specialized experience
5. Avoid career clichés.

Source: Public Relations
Strategies and Tactics
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2004, editor of the book
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opment of public relations, explores ethical issues which affect the industry, examines its relationship with politics, lobbying organisations and journalism, assesses its profes-sionalism and

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Relations and advises
on training and entry
into the profession. The
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Handbook combines
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The practice of
maintaining a healthy
relationship between

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organization and its public/employees/stakeholders/investors/partners is called public relations.

Public relation activities ensure the correct flow of information between the organization and its public also called its target audience. Public relations goes a long way in maintaining the brand image of an organization in the eyes

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of its audience, stake holders, investors and all others who are associated with it.

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Public relations is about building public relationships. Public relations is the strategic art and science of connecting your story to the audiences that matter most, i.e.: key constituents, target audiences, thought leaders, and decision makers. Public relations is business advocacy among all publics. Some

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Students should be able to explain the ethical obligations that stem from the profession of public relations both toward clients and the public. Students should also be able to define why public relations

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qualifies as a profession, resulting in ethical expectations from clients and the public.

Introduction to Public Relations Ethics

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assist to organization
management in
achieving organizational
goals, believe to the

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transparency affairs and
accountability, respect
citizens' rights, identify
duties and
responsibilities of
government, the right
control of people to the
work and the right
people in criticize and
evaluate programs and
practices of the
organization and having
specific strategies.

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THE ROLE OF PUBLIC RELATIONS IN ORGANIZATION PUBLIC RELATIONS

PROCESS. The definition of Public Relations as relations with the general public through publicity, those functions of a corporation, organisation, branch of military service, etc., concerned with

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informing the public of its activities, policies, etc., attempting to create favourable public opinions.

PUBLIC RELATIONS

WHAT IS PUBLIC RELATION?"Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and

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Relations
interest of an
organization followed
by executing a program
of action to earn public
understanding and
acceptance.

Public relation.ppt -
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In PRMR Inc.'s second
podcast we discussed
the role of public
relations in the digital
age. I felt a sense of déjà

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vu as I discussed some of the concepts because I remembered similar discussions on the role of PR in the broadcast age, when radio and television started demanding greater accountability from companies.

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