

Functions of PR

The basic process of public relations, just described, is manifested in a variety of ways. The PRSA Foundation lists the various aspects of public relations activity that are done by individuals working in the field.

- **Counseling.** Providing advice to management concerning policies, relationships, and communications.
- **Research.** Determining attitudes and behaviors of publics in order to plan public relations strategies. Such research can be used to (1) generate mutual understanding or (2) influence and persuade publics.
- **Media relations.** Working with journalists and bloggers in seeking publicity or responding to their interests in the organization.
- **Publicity.** Disseminating planned messages through traditional mass media and social media platforms to further the organization's interests.
- **Employee/member relations.** Responding to concerns, informing, and motivating an organization's employees or members.
- **Community relations.** Planned activity with a community to maintain an environment that benefits both the organization and the community.
- **Public affairs.** Developing effective involvement in public policy and helping an organization adapt to public expectations. The term is also used by government agencies to describe their public relations activities and by many corporations as an umbrella term to describe multiple public relations activities.
- **Government affairs.** Relating directly with legislatures and regulatory agencies on behalf of the organization. Lobbying can be part of a government affairs program.
- **Issues management.** Identifying and addressing issues of public concern that affect the organization.

■ **Financial relations.** Creating and maintaining investor confidence and building good relationships with the financial community. Also known as investor relations or shareholder relations.

■ **Industry relations.** Relating with other firms in the industry of an organization and with trade associations.

■ **Development/fund-raising.** Demonstrating the need for and encouraging the public to support an organization, primarily through financial contributions.

■ **Multicultural relations/workplace diversity.** Relating with individuals and groups in various cultural groups. A good example is the 40th anniversary celebration of a Cuban restaurant in Miami.

■ **Special events.** Stimulating an interest in a person, product, or organization by means of a well-planned event; also, activities designed to interact with publics and listen to them.

■ **Marketing communications.** Combination of activities designed to sell a product, service, or idea, including advertising, collateral materials, publicity, promotion, direct mail, trade shows, social media, and special events.

Functions of Public Relations

Product Publicity

Press Relations

Lobbying

In-House Journals

Corporate Communication

Special Events

Public Service Activities

Counseling

Counseling

Public Service Activities