

# Topic 1 (Week 1-2)

## Public Relation as a Profession

The logo for Stanford Online, featuring a stylized orange and blue 'S' shape to the left of the text 'Stanford Online' in blue and orange, with the tagline 'EDUCATION BEYOND BORDERS' in grey below it.

# Learning Outcomes:

By end of the session students should understand that as a PR professional they must be creative, well adjusted, flexible and capable of mastering diverse skills.

# PR Definition

PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics.



# Skills Required of PR Practitioners

- Research skills
- Writing and Editing skills
- Communication skills
- Production skills
- Personal qualities
- Organisation skills



# Work Assignments

- Writing and Editing
- Media relations and placement
- Research
- Management and administration
- Counselling
- Special events
- Speaking
- Production
- Training
- Contact

# PR Roles

- Communication Technician  
-most practitioners enter the field in the communication technician role. Required someone with communication and journalistic skills, such as writing and editing employee newsletters, writing news releases and dealing with media.

- Expert Prescriber

- functions as the expert PR person who researches and defines PR problems, develops programs, and take responsibility for implementing programs. It gives him full authority on what needs to be done and how it should be done.

- Communication Facilitator

-this role casts practitioners as sensitive listeners and information brokers. They serve as liaisons, interpreters, mediators between the organisation and its publics.

- Problem-Solving Process Facilitator

-collaborates with other managers in the organisation to define and solve problems. Guides other managers and organisation through a rational PR problem-solving process.

# Function of PR Practice

- Information

Many functions of PR have to do with information. PR functions involve having to deal with the press, different media, and the content of messages to teach the respective audience.

- Intelligence

Usually refers to information that is more difficult to gather, requires specialised skills and also, therefore more valuable. What is needed is an ability to use and interpret ordinary information.

- Collaboration

Close relations with all outside bodies and publics as well as all departments within the company. Maintain a good tract record of keeping to one's word.

# Basic Principles of PR

- Reality
- Service-oriented profession
- Public interest
- Integrity
- Two-way communication
- Social sciences
- Obligated to explain
- Ethical performance

