

# Week 8 & 9

## Public Relations Jobs

- To communicate, to help and to persuade
  - consumers
  - investors
  - potential employees



# With a start up technology

- Building momentum.
- Create a brand within the industry.
- Take entrepreneur's vision and communicate it so that the word gets spread.

# Additional Skills

- Matrix management
  - Team building
  - Team work
  - Virtual management



# Functions of PR

- Require active and strategic communications;
- Maintain corporate loyalty and job productivity.

# Organizing the Public Relations Agency

- The differences between an internal agency and an internal department is just *perspective*.
- The former is outside looking in, the latter is inside looking out (often literally for itself).



# PR agency

- Not taken for granted by a firm's management;



- Generally organized according to industry and account teams.

# Public relations counsel

- Public relations counsel
- Definition: a highly personalized service



→ the counsellor thinks of a client's needs and how that assessment fits the client's own perception of those needs.

# The best client-agency relationships

- The best client-agency relationships are those with free-flowing communications between internal and external public relations groups so that both resources are kept informed about the corporate policies, strategies and tactics.

# Organizing the Public Relations Departments

- Organizing the Public Relations  
Departments
- Analyzed its environment, established its objectives, set up measurement standard and thought about appropriate programs and budgets.