

Public Relations Overview

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Public relations works to help an organization communicate most effectively with its various "publics" and build credibility for its brand. Using public relations to get news coverage can help a business extend its marketing reach beyond paid advertising and reinforce desired brand impressions. Unlike in personal relationships, businesses can't simply "kiss and make up" if they offend employees, neighbors, customers, investors, strategic partners and other key audiences. PR management works to prevent such miscommunication to enable business objectives to become more achievable. At its best, public relations will function as a company's knowledge manager, its voice and its conscience while serving to cultivate relationships, validate brand promises and safeguard the company's reputation. PR management requires a long-term commitment to sustained, consistent, responsible and proactive communications.

Media Relations (Publicity)

- Reinforce advertising impressions and validate brand promises
- Extend brand messages beyond reach of paid advertising
- Generate credibility for company, its products and/or its messages
- Create greater awareness to facilitate business relationships
- Raise visibility of individual company experts

Relationship Management Services

- Communicate more effectively to employees
- Raise visibility, create goodwill in grassroots communities
- Logistics communications (vendors, dealers, strategic partners)
- Cultivate third-party endorsement, especially among opinion leaders
- Customer relationship management
- Word-of-mouth campaign
- Investor relations
- Government relations

Events Management Services

- Plan, organize and execute custom events
- Issue awareness campaign
- Exhibitions, fairs and trade shows
- Identify sponsorship opportunities
- Secure speaking engagements

Materials Development / Writing Services

- Media information kit
- Executive speechwriting
- Case studies / feature articles
- Video or audio news release
- Newsletter
- Collateral brochure (sales and marketing)
- Web copywriting

Online / Interactive PR

- Media relations (electronic press kit)
- Cyber chats, seminars
- Webcasting
- Discussion group postings, monitoring
- Electronic newsletter

Communications Counseling

- Media, speaker training (presentations, speeches and interviews)
- Crisis preparedness
- Issues management
- Policy evaluation
- Internal communications assessment
- Knowledge management (internal transfer of valued information)

Research Services

- Publicity Surveys
- Trend monitoring
- Market research / Competitive analysis
- Benchmark awareness, attitudes, opinions and/ or behaviors
- Reputation and relationship audits