



Public Relations, Media & Stakeholder Management

# THE VALUE OF PUBLIC RELATIONS IN THE 21<sup>ST</sup> CENTURY

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# Public Relations

- Public relations is a management function for brands, businesses and organizations
- It is a professional practice that is focused on building and maintaining a positive relationship with stakeholders
- There are many ways in which PR supports the business and helps to create space and support for the fulfilment of its mission

# Media Relations

- Media relations is the way in which organizations build relationships with media institutions, influential media personalities and use the platforms to achieve their objectives or reach identified target audiences
- PR practitioners and Media specialists help businesses and organizations navigate media exposure and amplify positive reporting about the brand in an ethical and sustainable manner

# Government Relations

- Government relations is the arm of PR

focused on cultivating, nurturing and maintaining relationships with key stakeholders in government e.g. regulators, public policy makers etc for the benefit of the business or institutional agenda

- It is one of the more complex and sensitive areas of PR that requires specialist knowledge, professional mastery and maturity and strong ethical boundaries to prevent reputation risk and manage exposure
- Government relations specialists tend to work with only these group of stakeholders alone and of necessity work very closely with senior leaders in the organization

# Community Relations

- Community Relations is the arm of PR that proactively manages relationships with host communities
- Every business, brand or entity with physical presence in a community must proactively build relationships with members and leaders in that community in order to support their ongoing presence in that location.
- Community relations practitioners provide advice on how this can be done in an effective, ethical and sustainable manner - with positive business and reputation outcomes

# Customer Relations

- Although customer relations is completely different from PR and managed directly by the business operations teams, sometimes there could be a PR-initiated event that directly targets key customers as a corporate relationship building activity
- These events are different from the day-to-day operations type relationship handled by the customer relations team
- The PR team works with the Customer Relations to determine if, when or why a PR outreach to customers is required and what the expected value or outcome is

# Investor Relations

- Investor Relations (IR) is a technical area that is managed by financial experts. It involves managing reporting and regulatory relationships with investors and shareholders
- However, the PR team in an organization also takes the opportunity to leverage on IR events to drive the public relations agenda. Key events like AGM, annual reports etc are effective platforms for a PR and Media campaign i.e. leveraging on the reputation mileage from those occasions
- Some special recognition events could be held on the sidelines of the investor events. PR specialists look for opportunities to amplify the brand image through existing platforms
- Managing media risk in the investor space is also the responsibility of the PR/Media specialist. They help to advise on how to manage the media reporting/coverage in commercially-sensitive periods

The logo features the letters 'S', 'A', '&', and 'A' in a large, white, serif font. The ampersand is contained within a square frame. Below this, the full name 'SOLA ABULU & ASSOCIATES' is written in a smaller, white, serif font. The entire logo is set against a solid blue background.

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