

# Introduction

## What is Public Relations?

Public Relations (PR) is defined as communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, or idea.

It involves managing the flow of information between an organization and its publics. PR gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have.

If a company claims (for example, by means of advertisements), "We are the best!", then this is advertising. On the other hand, if others say, "They are the best," this is then a result of good PR.

## Why is PR important?

### Media coverage increases credibility

Paid advertising increases name recognition; media relations increases credibility. When people read a story about the excellence of your organization in a newspaper or see a story praising your company on television, they are much more likely to have a favorable opinion of your organization.

### Media coverage makes you a player

Coverage in important publications or on TV can make your organization look much larger than it is.

### A public relations program stretches your marketing budget

Because the media does not charge for news coverage, the relative cost of a good program is a lot less than for paid media or a direct mail campaign.

### Best way to launch a brand

Public relations is also considered by many as the best way to launch a brand or new service. When something is new the media often will write about it because of its news value.