**What does Public Relations Accomplish?**

There are many objectives that may be achieved through expert public relations activity. Any one of them, any group of them, or all of them may be the basis for accompany‘s public relations program. Professional public relations direct every activity toward reaching a selected objective; extraneous efforts are avoided – mere volume of press clippings is meaningless. Objectives that may be sought include:

– Prestige (Respect) or favorable image and its benefits.

– Promotion of product and sales, idea and rewards.

– Goodwill of Employees.

– Prevent (stop)and solve Labor problem.

– Goodwill of stock / shareholders.

– Overcoming misconceptions and prejudices against the

Company/group/organization.

– Goodwill of customers/consumers.

– Formulation and guidance for making policies.

Do’S and Don’ts IN PUBLIC RELATIONS.

Public Relations are a tough job. But all said and done it is worthwhile to render such services. These

services are needed and recognized on a rapidly broadening scale. But these are already being accepted quite universally. In order to practice public relations there are certain do’s and don’ts which are identified

below:

• Do not try to run a business without knowing / learning a great deal about the **people you have**

**to do business with – employees, investors, suppliers, customers –** in other words, Your publics.

**• If you are overcommitted and cannot give enough thought to** PR then hire someone to assist

you.

• Do not rely upon public relations **techniques to “mop up” (Active) after mistakes are made**. Always use public relations thinking before any new policy or practice is developed.

• Be sure people close to you understand your public relations thinking and your program.

• Seek the assistance of your executives and employees in developing good public relations.

• Do not depend upon too much on your own guesswork regarding what others feel and think. Use

adequate and objective surveys.

• Try to select a very few points --- preferably just one -- that you want to get across to any given

public. Then concentrate your PR effort on establishing that viewpoint.

**• Never forget that PR should be supported by Performance that deserves goodwill of your public**

**i.e. Result.**

Keys to Success in Public Relations

1. MANAGEMENT MUST UNDERSTAND AND COOPERATE WITH PR ACTIVITY.

The busy senior executive needs to take some time out for concentrated study of public relations, calling on

specialists for guidance and practical assistance, as he does in other phases of his business. In policy

formation he should remember that public relations serves as a voice of conscience as well as useful

business technique. In fact sufficient emphasis should be placed on management as without the

**understanding and support of management it will be impossible for public relations to aid in policy**

**formation.**

2. PUBLIC RELATIONS COUNSELLER / MANAGER MUST BE OF SOUND

CHARACTER.

To be successful the key factor is that the public relations manager should be highly sensitive to the

thoughts and feelings of other persons. Forgetting his personal reactions and beliefs, he must put himself in

the other person’s shoes. He should concentrate his efforts on finding desirable ways and means of getting

his viewpoints presented effectively. All this should be supported by his sound character , conviction and

personal ethics of the highest standards.