

What is Public Relations?

Officially recognized definition of Public Relations: Public relations help an organization and its publics adapt mutually to each other.
-Public Relations Society of America

Public Relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.

Public relations help organizations manage change, something they must do to stay competitive and efficient. But since change is threatening and often resisted, smooth transition through a necessary change guided by public relations professionals is a real dollar-saver.

As a management function, public relations encompass the following:

- Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations, and other programs.
- Planning and implementing the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities-in short, managing the resources needed to perform all of the above.

- Provided by Public Relations Society of America

Components of effective Public Relations

- Media Relations
- Employee Relations
- Speech Writing
- Issues Communication
- Public Affairs / Lobbying
- Corporate Contributions and Public Service
- Image Building
- Community Relations
- Strategic Corporate Communications
- Financial PR
- Personal PR
- Advocacy PR
- Entertainment PR
- Corporate Advertising
- Crisis Communications
- Educational PR
- Issue based PR
- Public Affairs
- Issues Management
- Community Relations

Synergy Communications Public Relations Strategy Commitment

Synergy Communications recognizes the power of targeted public relations and marketing strategy. We are committed to the thorough research and identification of a selected audience and the particular form(s) of media the targeted audience is most likely to respond to. We are committed to the best and wisest use of advertising, marketing and public relations as individual disciplines or mixed as needed to achieve the tactics and strategies necessary to be successful. Together the *SYNERGY* of our strengths, strategies and tactics will achieve measurable, desired results.