

# The Functions of public relations

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**Abstract**— This paper is about the Functions of public relations, such as contact, media relations, search, planning Improve mental image, crisis communications and Campaigns. The reason of choosing this topic is because many people do not exactly know what public relations is about, and they also do not know the work of public relations.

## A Brief History of Public Relations

Ivy Ledbetter Lee (1877-1934) is often considered the founder of modern public relations, or PR. According to Litwin (n.d.), public relations became a profession in 1903 as Ivy Lee undertook to advise John D. Rockefeller. Lee helped John D. Rockefeller on how to conduct his public relations. However, Baines, Egan, and Jenkins (2004) confirm that Edward Bernays (1891-1995) may truly be called the father of public relations because he found and developed many concepts and functions in public relations.

### What is public relations?

Many people wonder what public relations is about. Most of them think about public relations as just reception and farewell guests company. Public relations can truly mean the difference between life and death for an organization, or the difference between profitability and failure. In addition, public relations is bigger than that and it has many jobs. According to Bussey (2011):

PR is the art of presenting a company (or person) to the public, usually via the media, ideally in a positive manner that improves the reputation of that company (or person) and subsequently impacts positively on that company's sales/ uptake of that company's services/ the company or individual's overall reputation (p. 4). Another definition of public relations is from Keumy (2011), who defines PR as "efforts of management and planning and continuation to find understanding joint between the company and fans and maintain this understanding" (translation mine - F. A.).

Public relations is art and science to process of communication between the institution and their audiences to improve mental image and make alternative plans in the event of crises. The term of public relations has many functions, some traditional and other creative. However, there are some 3 significant jobs for public relations, such as contact, media relations, research, planning, improve mental image, campaigns and crisis management

### Contact

According to Mr (2008), public relations is intended to implement the various plans and communication to target audiences and identify various media and reach the appropriate audience and communication bodies and individuals abroad, opinion leaders and centers of various information. In other words, contact means to execute plans and communication to target audiences, and identifying media appropriate for each audience.

Furthermore, contact in public relations also facilitates the task of establishing good relations to distributors and consumers for the sales department. Moreover, contact in public relations works to identify the trends of the public about the goods or services produced or provided by the institution or organization to its customers, which facilitates the task of judicial administration. In addition,

public relations employee understands shareholders, consumers and others. As well as procurement management help in the establishment of good relations, and other sources of production. public relations work on the development of relations with institutions and other groups in society, through the activities of common interest. Establishing a good relations with opinion leaders in the community put the facts in front of them, whether in the library of the organization or the public Information Office, or the annual periodicals. It is also working on establishing good relations with training institutes, so that the training of employees and workers in these institutions. As well as extending these institutes aid to education, and allow students to institutes to increase the organization. Public relations help the formation of public opinion, and that the duration of all information to be built on the basis of his opinion of the correct facts. It also works to bring about a change in the intended public opinion trends and convert it to the benefit of the institution, which provide the facility as well as all the developments that occur in public opinion.

### Media Relations

According to Keumy (2011), among the functions of public relations is media relations. Dealing and communicating with the news media is the most important part in media relations. It also involves setting up and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers, in part by becoming known as a credible source and as a provider of factual, expert information whether or not that information results in media coverage. Media Relations is the process of spreading information via the media (TV, radio, internet, newspapers, etc). Media Relations subfunction is likely the most visible portion of public relations that an organization conducts because it deals directly with external media. The media relations subfunction is a largely technical function, meaning that it is based on the technical skill of producing public relations materials, or outputs. There are some examples of tactics include news releases, such as brochures, video news releases for the broadcast media, direct mail pieces, photographs, websites, press kits, and social media (digital media).

In addition, according to Bussey (2011), media relations is a crucial element of PR and involves developing relationships with journalist in order to better inform them about you and your product. The purpose of function media relations is tell consumers or the workers about the company news such as celebration, telling a new product or the announcement of earning.

### Search

According to Keumy (2011), the public relations collects that analyze and discuss and study the trends of public opinion to the masses of the institution or body, and find out their opinions and attitudes, so they can get the facts correctly. For the university; for example, you can see the trends of opinion between teachers and students

and parents. On the other hand, ministries and companies consider public opinion trends among employees and workers. Furthermore, according to Keumy (2011), search in public relations is a set of plans and procedures for the collection of reliable information through methods note disciplined manner conducive to the objective results reached by the least mistakes. Administration public relations should have an influence on the developments that occur in economic conditions, social and political situations.

## Planning

According to Keumy (2011), the performance of public relations formulate the general policy of an institution. These policies and programs that are used for public relations in the framework of the general policy of the institution and its plans in the light of research and studies are carried out by the machine. That is important to set goals and target audiences, design and media programs, in terms of the timing and distribution of competence on the experts and determine budget precisely, which assisted in the amendments to the policy of the institution. In addition, they are important to explain the policies established for the public, or any amendment or change in order to accept them, and to cooperate with it.

There are five steps to make a successful planning program in public relations. The first step is stage setting goals, and second step is research and scientific studies, stage of development and design work plan, the implementation phase of the plan, follow-up phase and evaluation.

## Improve mental image

According to Keumy (2011), mental image is the final output of subjective impressions, which consists of individuals or groups toward a particular person or a system, people or facility or institution. For example, Special events (visits, exhibition), journal of organization or its newspaper, leaflets and brochures, annual reports and periodic are significant activities in public relations. All of these activities in order to improve the mental image of the company or organization.

## Crisis Communications

According to Mansour (2009), crisis management involves both planning for and reacting to emergency situations. Organizations have a need for quick response plans and fast and accurate information provided to the news media that public relations agencies specializing in crisis or risk management often provide and implement in the case of a crisis. Moreover, also known as "firefighting" the art of crisis management is one that many companies pay people millions of pounds to master but few genuinely succeed.

## Campaigns

According to Mansour (2009), a PR campaign is a series of activities that are planned in advance and put together in such a way as to maximize the opportunities for positive media coverage. Campaigns can include activities, such as launches and even we might define a 'campaign' as a military operation designed to achieve a specific objective. Similarly, in the world of PR, a campaign involves working in a planned and proactive manner towards a specific goal. To plan a campaign, you need to think through why you are engaging in it, how are you going to conduct it, and how will you position your different forces? The hope is, of course, that if your campaign is planned and implemented properly, you will succeed.

There are few things more satisfying in public relations than winning a campaign.

## Conclusion

As I mentioned earlier, public relations has many important functions most of the successful companies have become successful because they have the administration to a successful public relations. Every administration to public relations must have these functions, such as contact, media relations, research, planning, improve mental image, campaigns and crisis management.

After carefully considering these points, I believe that public relations is backbone of the company because it is a ready administrative system which cares about the affairs of the company inside and out the company. For instance, when the companies want to improve mental image, they use administration public relations to help and give them some information. Therefore, public relations is not easy to work as many people believe public relations is system and a big task for a company that wants to succeed.

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