

Annex One

What is public relations?

Definitions are varied; over 500 definitions exist so far

The shortest being “doing good and getting credit for it” and the longest being hundred words long in the Encyclopedia Britannica.

Other definitions

Two way conduit between an organization and its public

All forms of influence carried out by professional paid communicators on behalf of some client and designed primarily to develop or maintain a favourable image positive public image and to counter negative views/publicity that might exist (one sided- maintain a positive view about an organization is also part of PR)

Webster New Collegiate Dictionary

The business of inducing the public to have understanding for and good will towards a person, firm or an organization

World Assembly of Public Relations

In Mexico in 1978 august, defined public relations as the art and social science of analysis trends, predicting their consequences, counseling organization leaders and implementing planned programmes of action which serve both the organization’s and the public’s interest.

According **Phillip Lesley** PR enables people and institutions to do the following:-

1. learn what other people think about them
2. Determine what they must do to get goodwill of others
3. Devise ways of winning goodwill
4. Carry out programme designed to secure goodwill

Theodore Lawrence Nolte defines Public Relations as an activity whose purpose is to affect the attitude and opinion of the public.

E. J Robinson says that PR is applied social and behavioral science which measures and interprets attitudes of the publics, and assists a management in defining its objectives with the aim of increased understanding.

John Marston says that PR is a management function geared towards building public understanding and acceptance, (of an organization)

PR News magazine defines PR as a management function which evaluates public attitudes, identifies policies and procedures of an organization or individual with the public interest and plans and executes a programme of action to earn public understanding and acceptance.

Scot M Cutlip, Allen H Centre and Glen Broom defines PR as a management function that establishes mutually beneficial relationship between an organization and the public on whom its success or failure depends.

Public relations society of America (PRSA) in 1982 defined PR functions as follows:-

- Management function that anticipates, analyzes and interprets public opinion, attitudes and issues that might impact on the organization (either positively or negatively)
- Counseling management at all levels of the organization with regard to policy decision, course of action, communication in relation to the organizations responsibilities
- Research on a continuous basis and using the results of the research to put in place programme of action to achieve informed public understanding
- Planning and implementing the organization's effort to influence policy or change public policy
- Setting objectives, planning, budgets, and recruitment and training staff, developing facilities of an organization

British Institute of PR, Define PR as a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.

Commonality in all these definitions

- PR is a two way process

- Build upon a well planned and a sustained programme of actions as part of organizations management (Management function)
- Monitors awareness, opinion, attitudes and behaviours inside and outside the organization
- Works on an open door policy
- It is about understanding and responding to the publics with the view of creating understanding
- Application of research