

THE PUBLIC RELATIONS OFFICER

STANDING TALL IN
EFFECTIVE & EFFICIENT
SERVICE



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ROLE OF THE PRO

PUBLIC RELATIONS (notoriously difficult to define): few example of definitions below:

- ❖ the professional maintenance of a favourable public image by a company or other organization or a famous person.
- ❖ the state of the relationship between a company or other organization or a famous person and the public.
- ❖ The winning definition (On Wikikpedia): "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."
- ❖ Public relations can also be defined as the practice of managing communication between an organization and its publics.
- ❖ Public relations is communication of an intended message that aims to result in a shift of audience's attitude (towards a person, brand, event, etc.) - (one of the 15 definitions in *PR Practice* magazine or on url www.prowley.com)
- ❖ Public relations describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers



ROLE OF THE PRO

DEFINITIONS OF EFFICIENCY & EFFECTIVENESS

- ❖ **EFFICIENCY:** Peak level of performance that uses the least amount of inputs to achieve the highest amount of output. ... It minimizes the waste of resources such as physical materials, energy, and time while accomplishing the desired output
- ❖ **EFFECTIVENESS:** the degree to which something is successful in producing a desired result; success.
- ❖ **These are the target for the Excellent PRO in is Discourse**

"the effectiveness of the treatment"

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ROLE OF THE PRO

WHY IS PR IMPORTANT

- ❖ Many people only know of what PR is from the Mad Men Drama. Most have a vague idea of what public relations means, many have a slight idea of what goes into it and the benefits it offers businesses/organizations. Very very few people, however, understand its true impact.
- ❖ Public Relations is one of the most effective ways to build brands, build on marketing strategies and create a solid reputation, especially online. Organizations that know are investing a tremendous amount of time and effort into staying on top of their PR strategies, and they're seeing even larger returns with better ROI.
- ❖ Modern PR has embraced the use of technology & used properly, PR can give a company the ability to overcome almost any obstacle it may face



ROLE OF THE PRO

WHY IS PR IMPORTANT

- ❖ Public relations is about sending the right messages to the right place and the right people, creating a stronger brand reputation.
- ❖ Organizations hire PR agencies who work alongside their clients to help them achieve this and promote them within their clients industries.
- ❖ PR is an area that can transform the future, influence, visibility and profitability of a business through image creation, enhancement and damage control
- ❖ Therefore the Officer to whom PR is entrusted has to be able to deliver and be exceptional in that capacity



ROLE OF PRO

MAJOR ROLES:

Public Relations is about sending the right message to the right audience to promote the image of your organization - FIDA

The role must be put in perspective with achieving the objectives of FIDA's service delivery and a positive Image (See duties on slide 13)



ROLE OF THE PRO



PUBLIC RELATIONS

DYNAMICS:



ISMPH



ROLE OF PRO

: INFORMATION & KNOWLEDGE MANAGEMENT

Are the purview of the PRO concerning image/Brand & public awareness of the Body's (FIDA) business of defending their proteges or clients.

A good PRO must therefore keep this in mind at all times and have the following as OVERVIEW

1 Public Relations Increases Brand/body Trust/Credibility

2 Increases Support, Profits, Sales and Leads

3 PR Changes the Way People Think About a Business

4 PR now Hi tech too with Sentiments Analysis etc. & Enhances your Online Presence (which has NOW become a necessity)

ISMPH



ROLE OF PRO

STATE OF GLOBAL INFORMATION :

- 1. The state of global information waves on any topic, organization etc. are huge.**
- 2. In between the good the bad and the ugly, the PRO must navigate the waters of information wave with wisdom and make right moves to project the right image or build the brand for the organization**
- 3. No matter how good an organization or body is, there will always be those who are detractors and for this reason, the PRO must be aware of all stakeholders and to manage them and the information that reaches them.**
- 4, Segment them into groups – of allies, friends, unfriendly, neutral etc., so as to manage information to them effectively**

Not that the Media unfortunately tends to downgrade Public Relations.

ISMPH

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ROLE OF THE PRO

Functions of a PRO

- ❖ **Media Representation.** Representing a company or individual to the media is one of the more well-known functions of public relations
- ❖ **Crisis Communication**
- ❖ **Content Development**
- ❖ **Stakeholder Relations**
- ❖ **Social Media Management**

A good PRO must be able to do all of these effortlessly and in a timely manner. It is important to put out the truth regularly than allow fake news/myth/misinformation etc., to take over your information turf in the traditional and new media.

When you are on top of the image space as above, you will surely stand tall



ROLE OF PRO

What not to quote & where not to go for info

The social media is a quick source of real time information but not as reliable. On SM everyone is a reporter. The PRO must give out well thought through information and presented without ambiguity

Everyone on Whatapp is a professional “Communicator” so please beware of these. If you put out information it must be from verifiable sources

Personal Opinion of People must not come into what you release to the media or pass out orally



ROLE OF PRO

What the PRO MUST do

- 1. Cultivate friends or friends of your organization in the Media.**
- 2. Scan the media for mentions on your organization – FIDA. You can use Google or any tracker app for this purpose. Analyze them**
- 3. Confirm the type of information & its veracity**
- 4. Release the truth to your media Friends or allies.**
- 5. Confirm same on your social media handles**
- 6. Keep FIDA smelling like roses – FIDA does great work**



ROLE OF PRO

PRO's TO DO Kit

- Planning publicity strategies and campaigns
- Writing and producing presentations and press releases
- Dealing with enquiries from the public, the press, and related organizations
- Organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- Speaking publicly at interviews, press conferences and presentations
- Providing clients with information about new promotional opportunities and current PR campaigns progress
- Analyzing media coverage
- Commissioning or undertaking relevant market research
- Liaising with clients, managerial and journalistic staff about budgets, timescales and objectives
- Depending on the employer, PR officers may also be required to carry out other, more general, responsibilities. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.



ROLE OF PRO

What the PRO MUST do

- 1. Cultivate friends or friends for your organization within the Media.**
- 2. Scan the media platforms for mentions on your organization – FIDA. You can use Google or any tracker app for this purpose. Analyze them**
- 3. Confirm the type of information & its veracity**
- 4. Release the correction/truth to your media Friends or allies.**
- 5. Confirm/Re-tweet/Tag same on your social media handles**
- 6. Give FIDA high visibility for high impact**
- 7. Keep FIDA smelling like roses – FIDA does really great work for (pro bono) our society!**

God Bless FIDA & God bless Nigeria



**CONCLUSION: Walking Tall is the best any Officer worth her talk should do.
Do your duty well and “you will stand before rulers/Kings not mere men”**



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**INTERNATIONAL SOCIETY OF MEDIA IN PUBLIC HEALTH
THANK YOU FOR YOUR TIME**