

AGENCY & CORPORATE

A PUBLIC RELATIONS SECTOR

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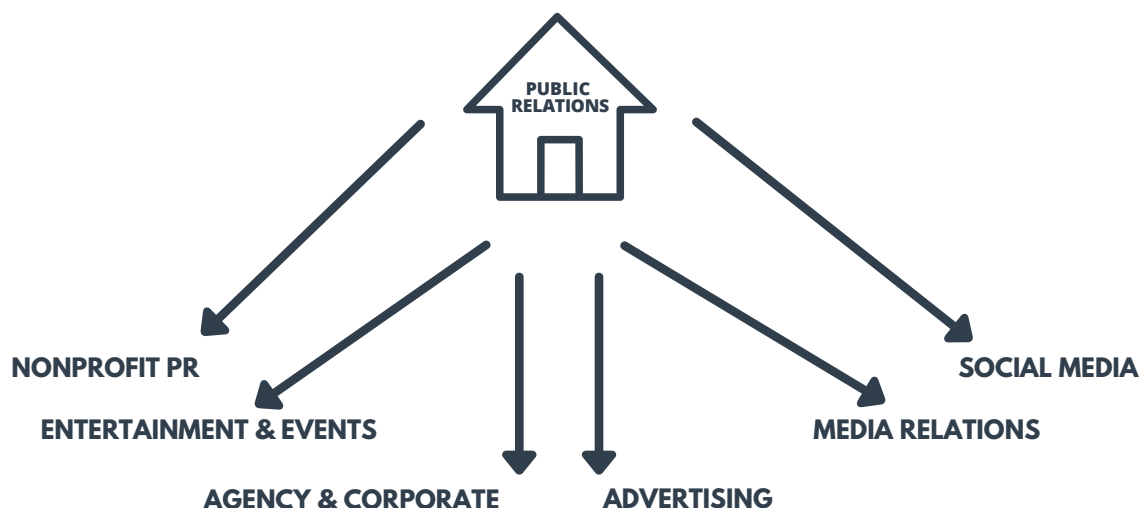
WHAT IS PUBLIC RELATIONS?

Public relations' definition has been changing and growing since the 20th century, and has developed immensely into many sectors and functions. PR has gone through various forms with people defining it in different ways due to society's new generations and digital advancement. Some of these definitions revolved around Public Relations being a mix of marketing, communication, journalism, and advertising.

Although some of these aspects play roles revolving around PR careers, the Public Relations Society of America (PRSA) defines PR as, *"a strategic communication process that builds mutually beneficial relationships between organizations and their publics"* (PRSA 2018). Through outside reference, personal experiences, and my own perspective, I have developed my own definition of Public Relations. **Public relations is the practice of building trusting relationships between organizations and their publics by using strategic, transparent, and ethical communication to influence society.**

WHAT IS THE 'AGENCY & CORPORATE' SECTOR?

The Public Relations field houses many sectors to make up the industry, one being "Agency and Corporate PR." Generally defined, an agency is a business established to provide a particular service, typically one that involves organizing transactions between two other parties - which could be PR service. Otherwise, corporations often have their own PR departments. Both of these still represent PR, "influencing, engaging and building a relationships with key stakeholders... shaping and framing the public perception of an organization" (PRSA 2018). This sector showcases PR professionals offering their expertise to a company and guides the organization to prosper in growing their Public Relations' strategic usage.



1. Deuel, Ryan. "Making Sense of Strategic Communications." PRSA, PRSA, 3 Dec. 2018. [apps.prsa.org/StrategiesTactics/Articles/view/12415/1164/Making_Sense_of_Strategic_Communications#.XrNd3BNKjRY](https://prsa.org/StrategiesTactics/Articles/view/12415/1164/Making_Sense_of_Strategic_Communications#.XrNd3BNKjRY).
2. Institute of Public Relations. "About IPR." Institute for Public Relations, Institute for Public Relations, 3 May 2021. instituteforpr.org/about/#what.

AGENCY & CORP. AND OTHER SECTORS OF PR

AGENCY & CORPORATE



Organizations, or corporations often have teams of public relations professionals, hired under their company, to aid in their business functioning. This team of professionals often communicate with the organization's audience specifically, working with only their relationship. However, plenty of times, there are organizations with no public relations, marketing, or communications team that will help grow their business. This is where public relations agencies come into play, where companies can hire a PR agency to help them grow and build relationships with their audience. Public relations professionals in a corporation or agency setting are there to aid businesses specifically manage their relationship with their public through physical and digital message communication.

MEDIA RELATIONS



The media relations sector of public relations revolves around working directly with the media outlets - emphasizing the importance in influencing the outlook of an organization to the public. The terms 'media relations' refers to the "mutually beneficial relationship between journalists and digital PR professionals" (School of Digital Marketing 2021). Through publication editing, to connecting to with media outlets, and journalists - media relations PR drives the relationship between the press and the organization.

ADVERTISING

Not only is public relations founded on trust and credibility, but also the act of spreading word of the company. Biola University's PR department states, "awareness is an important part of the process" (Biola University 2021). Paid digital and physical media is worked on, along with showcasing company assets to the public in a strategic matter. Advertising also falls along the lines of researching actions and communication methods that would effectively promote a company or organization's presence in the public eye.



1. Greyling, Nadia. "What PR Professionals Needs to Know about Media Relations: DSM." DSM | Digital School of Marketing, DSM | Digital School of Marketing, 17 June 2020. digitalschoolofmarketing.co.za/blog/what-a-digital-pr-professional-needs-to-know-about-media-relations/.
2. Biola University. "B.A. in Public Relations and Strategic Communication." Biola University, Biola University, 2021. www.biola.edu/degrees/u/public-relations-and-strategic-communication-ba.

AGENCY & CORP. AND OTHER SECTORS OF PR

ENTERTAINMENT & EVENTS

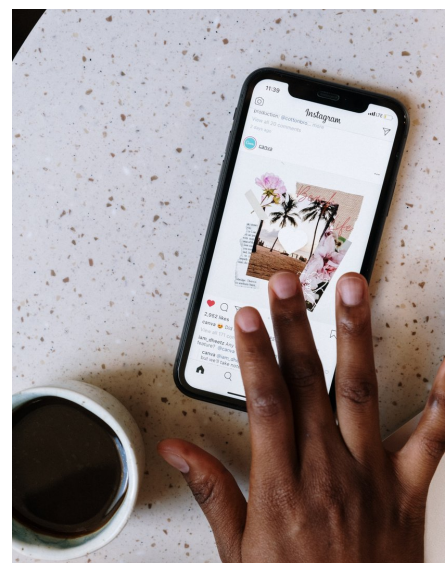
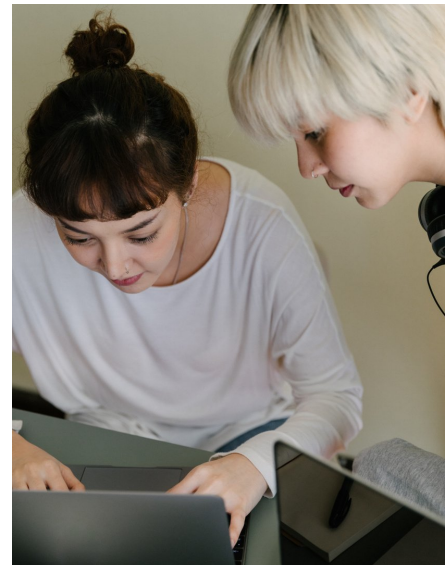
Entertainment and events PR revolve around the creation and running of organization events. These could be press conferences, ceremonies, organizational parties, television, and other media gatherings. These PR professionals often showcase physical companies engagement with the public, mirroring the correct image and message that needs to be showcased. This sector is all about "physically engaging" with the desired public with the same goal to establish trust and relationship longevity.

NONPROFITS

The sector of nonprofit public relations holds the unique ability to create and promote ideas to fund an organization with a cause or issue. "In nonprofits, the ability and flexibility to perform diverse roles is highly valuable," stated by Biola University's PR department (Biola University 2021). These professionals conduct fundraising, member recruitments, advocating, and collaborating with for-profit or governmental organizations. (USF 2017).

AGENCY & CORPORATE PR IN SOCIETY

Within the modern 21st century's culture, trust needs to be established between organizations and their audiences. After years of unethical treatments, such as propaganda and false advertising, earning the public's trust has gotten only more difficult. This is where public relations has taken a step in our culture, and valued within companies. Agency and corporate PR specifically, is there to carry out these needs to build relationships and trust within their specific clients or organization one works under. It is the agencies or PR department's job with the company to understand both sides of the relationship, and to earn longevity of a honest and transparent partnership.



AGENCY & CORPORATE IN...

IT'S PLACE IN PUBLIC RELATIONS

Public relations was defined as ***the practice of building trusting relationships between organizations and their publics by using strategic, transparent, and ethical communication to influence society.***

Agency and corporate public relations falls into that as professionals working in this sector are the middle piece between their client organization and their desired public. These professionals and teams are using strategic, transparent, and ethical communication - influencing the public into trusting their client. Agency and corporate PR workers understand they are to go above and beyond to make sure that their client's crucial relationship with their public stay healthy and safe. Sarah Chambers, an expert in customer loyalty states, Stated by Sarah Chambers, "By meeting and exceeding expectations consistently, companies can start to build a relationship with customers" (Chambers 2018). These people are hired on by a client or to an organization to see that through, and make sure their company is seen in the light that they desire. Public relations is all about maintaining that healthy relationship, and those involved in agency and corporate PR are hired to be managing that - which showcases how needed this knowledge is in society.

FAITH & INTEREST

Public relations values ethical treatments between organizations and their publics, and these professionals in agency and corporation settings spread these workings into the society. Agencies specifically show the need that organizations are lacking, and why these corporation teams matter.

With my Christian worldview, public relations is the practice of giving your trust to another person, similar to a friendly relationship. The biblical themes of grace and peace reside in the practice of public relations, building ethical and truthful relationships between the organization and their audience. In Galatians 6:2 humans are to, "Carry each other's burdens, and in this way you will fulfill the law of Christ." Humanity was created to enjoy the world provided, meaning that to enjoy it, living in harmony is key. Whether that is world peace, relationships, or connection within a community, humans naturally want that dependence in society. The agency and corporation sector is providing that bridge and harmony between an organization, client, and their public - offering service to build ethical trust and consideration to all corners of relationships.



2. Infographic: George Washington University 2018

1. Chambers, Sarah. "The Importance of Customer Loyalty." Customer Happiness Blog. 18 July 2019. www.nicereply.com/blog/the-importance-of-customer-loyalty/.

2. <https://www.commpro.biz/build-your-pr-playbook-exciting-careers-for-pr-professionals-infographic/?print=print>

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