

The PRSA 'Public Relations Defined' Initiative

<http://prdefinition.prsa.org>

#prdefined

25th November 2011 / Philip Sheldrake

the anatomy of a candidate definition (ver 0.2)

doesn't imply that reputation is the sole domain of PR

avoids "communication" and the implication that it's the only means to the end

a paid occupation, especially one that involves prolonged training and a formal qualification

The profession of public relations entails the planned and sustained effort to influence opinion and behaviour, and to be influenced similarly, in order to build mutual understanding and goodwill.

you have been influenced when you think something you wouldn't otherwise have thought or do something you wouldn't otherwise have done

preferable to references to management, which usually evoke inappropriate ideas of control

This process is critical to maintaining and growing relevance, reputation and trust, and therefore public relations is central to setting and achieving organisational objectives.

emphasising the profession's role to act as the proxy representative of all stakeholders; to feed into business intelligence

trying to move beyond 'two-way' to embrace the six influence flows

friendly, helpful, or cooperative feelings or attitude

as emphasised by the Excellence study and the current PRSA, CIPR and CPRS definitions

a 'full' board level role, helping to explore, define, plan and execute strategy

focuses on the outcome of the profession rather than the methods employed

avoids referencing relationships, not future proof in the age of machined media