

© Haynes Publishing 2019
Published March 2019

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission from Haynes Publishing.

A CIP Catalogue record for this book is available from the British Library.

ISBN: 978 1 78521 564 3 (print)
978 1 78521 626 8 (eBook)

Library of Congress control no. 2018967376

Published by Haynes Publishing,
Sparkford, Yeovil, Somerset BA22 7JJ
Tel: 01963 440635
Int. tel: +44 1963 440635
Website: www.haynes.com

Printed in Malaysia.

Bluffer's Guide®, Bluffer's® and Bluff Your Way® are registered trademarks.

Series Editor: David Allsop.
Front cover illustration by Alan Capel.

CONTENTS

The First Rule of PR	5
The Importance of Reputation	7
Who Works in PR?	17
The Two PR Options	25
In-house PR	33
Consumer PR Consultancy	41
Corporate PR Consultancy	53
Financial PR Consultancy	67
Crisis Communications	81
Media Relations	89
The Digital World	99
Public Affairs	107
The Sordid Topics of Money and Status	115
Glossary	121

THE FIRST RULE OF PR

This is the most tremendously exciting and fantastically useful book ever published on the subject of public relations in the entire history of human life on Earth.

Actually it isn't, but that is exactly the sort of thing you are going to have to learn to say with a straight face if you have bought or blagged a loan of this copy in the hope of bluffing your way into the world of PR.

By the time you get to the end of it you should have a firm grasp of the essentials, but you should remain conscious at all times of the First Rule of PR.

Which is simply this.

Never believe your own PR.



*'Reputation, reputation, reputation! Oh,
I have lost my reputation! I have lost
the immortal part of myself, and what
remains is bestial.'*

William Shakespeare, Othello

THE IMPORTANCE OF REPUTATION

Public relations is all about reputation, whether of an individual, organisation or state (hereinafter called 'the client'): maintaining it and improving it as far as possible, or limiting the damage when it comes under attack. If we accept the verdict of Shakespeare that nothing matters more than reputation, then clearly being a Public Relations person (hereinafter abbreviated for convenience to 'PR') is simply the most important job in the world.

The principles are quite simple. Inform, persuade and engage with the public in the hope of bettering their understanding of the client (or restricting it if the client is, for example, Murder Incorporated). While engaging, take care to listen to the public and do your very best to understand what they are trying to tell you. And at all times, take the utmost care to treat the public the way you would like to be treated yourself.