

What PR Actually Does

Communications & Media

Managing relationships with the publics who can affect an organisation.

What it can do

- Earn attention through third parties
- Explain a decision already made
- Build standing before a crisis
- Correct a factual error quickly
- Reach publics advertising cannot buy

What it cannot do

- Make a bad decision popular
- Substitute for fixing the problem
- Guarantee coverage or its framing
- Erase an accurate report
- Create trust that behaviour contradicts

THE DIFFERENCE THAT MATTERS

Communication can change what people know. Only behaviour changes what they can reasonably conclude.

The oldest rule in the trade: fix the thing, then say what you fixed. Reversing that order is how a problem becomes a scandal.