

THEY SAID WHAT???

By Scott Fraser

Why You Need Public Relations!



Ah yes, "public relations". We all know what it is.....or do we? I'll bet if I asked ten different people to define public relations, I would get (at least!) 10 different answers. Many have a basic, "kinda, sorta," understanding but for a lot of people, it is hard to put their finger on it and come up with a definition all can agree on.

What I tell my clients is: "My job is to make you (your business, industry, product or event) look good." It really is as simple as that. And of course there are a host of tools and techniques to help achieve that goal.

Why then do so many companies/celebrities/politicians/athletes get it so wrong? I like to quote that auto insurance commercial that simply blames accidents on "Humans". As long as the human factor is involved, people and businesses will stub their toes and find a need for public relations.

But PR is not all about smoothing over the bad stories. If you do your job right, and we as PR professionals do our jobs right, the idea is to let your audiences know about all the good things you are accomplishing with your festivals and special events. And it is a good idea to tell your story on a year-round basis if you can, not just at the time of the event.

This column, "They said what???" will be appearing quarterly. We will take a look at some examples of public relations done well, and some examples of situations that could have been handled better.

And I would like to tackle topics that interest you. If you have specific questions on public relations, or would like to have a certain issue or topic addressed, I would love to hear from you. Just drop me a line at sfraser@frasercomm.com. I look forward to hearing from you and look forward to chatting with you in upcoming issues. thing."

Scott Fraser is a veteran communications professional with more than 30 years' experience. As principal of Fraser Communications Group, he provides public relations, media relations and crisis communications advice for his clients who range from small non-profits, to international corporations.

He has been hired to protect the reputations of companies in crisis, and gain positive public exposure for clients ranging from an emerging high tech company to established organizations in industry and health-care.

Sought after as a public speaker, Fraser also is an adjunct professor at Salve Regina University in Newport, RI, teaching courses in Crisis Communications and Public Relations.

He is a member of the Public Relations Society of America, serving as Treasurer of PRSA's Northeast District and is a past president of the Southeastern New England Chapter.

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