

PUBLIC RELATIONS AND YOUR ORGANIZATION

OBJECTIVES OF PUBLIC RELATIONS

1. To interpret the company's goals, policies, practices, and types of programs to the ny'[speciveC audience -.475 -1.2 Td (p2)Tj (To iexplainthe ny'

4. Evaluation:

It is important to evaluate the results of the program.

Three Questions on the Organization's Image:

1. What are the qualities that make the organization **unique**?
2. Which qualities **satisfy some need** or desire that attracts the prospective member? audience?
3. Which of these qualities **fit together** best in a coherent pattern?

PUBLIC RELATIONS FOR MEMBERS

What are the organization's liabilities? How does the club...

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