

Outline of the Working Group Media Outreach & Public Relations

European Cheon Il Guk Assembly 2016
Prague, Czech Republic, 8th to 10th April 2016

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According to the Oxford Dictionary the notion *public relations*, or short PR, describes “*the professional maintenance of a favourable public image by a company or other organization*”. What is the need for the FFWPU or our Unification Movement in general to maintain a positive image in the public sphere? PR is important for a number of reasons as demonstrated by following quotations:

“There is only one thing in the world worse than being talked about, and that is not being talked about.” – Oscar Wilde

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.” – John D. Rockefeller

“If you don’t tell your story, someone else will.” – Unknown

“If I was down to the last dollar of my marketing budget I’d spend it on PR!” – Bill Gates

PR and media outreach matter because they shape the public perception of our movement. Witnessing and PR relate to each other as the internal, Seongsang-aspect and the external, Hyeongsang-aspect. Each aspect influences and supports the other. Thus, for us to be *really* efficient in modern day witnessing, we need a lasting PR and media strategy that works.

Are you interested in learning about PR skills and best practices in our European movement? Feel free to come to our working group sessions!

Tentative Schedule:

Working Group - Session A

- Presentation on PR-Strategies
- Best Practice Reports

Working Group - Session B

- SWOT-Analysis
- Brainstorming
- Action Steps