

In order to explain how Public Relations implications in this year's presidential inauguration will play out, it is crucial to understand what is the PR role in government activities. Simply, it is the public relations professionals' job to implement public policy and therefore, maintain the relationship between citizens and their government. This year's presidential Inauguration was like no other due to the months of media anticipation and build-up to the event. People on both sides of the political agenda are engulfed with fear and nerves during this transition. I believe from a PR standpoint it is important to offer hope and peace to citizens, especially after a brutal election year that was drowned in media consumption.

The inauguration is a time for a peaceful transfer of power to the new administration and should be presented to the people as such. Instead of focusing on the issues that arose during this election year, PR professionals should produce articles of hope and peace during Inauguration Day. By discussing the goals that are to be reached during this presidential term such as economic relief, decreasing pandemic numbers, nation-wide equality, and opening national travel, then it will give confidence to the people to put their faith in this new administration.

“And together, we shall write an American story of hope, not fear; of unity, not division; of light, not darkness; a story of decency and dignity, love and healing, greatness and goodness,” Biden said during his inaugural speech. This is the perfect summary of what PR professionals should be searching for and delivering to the U.S. to unite our nation.