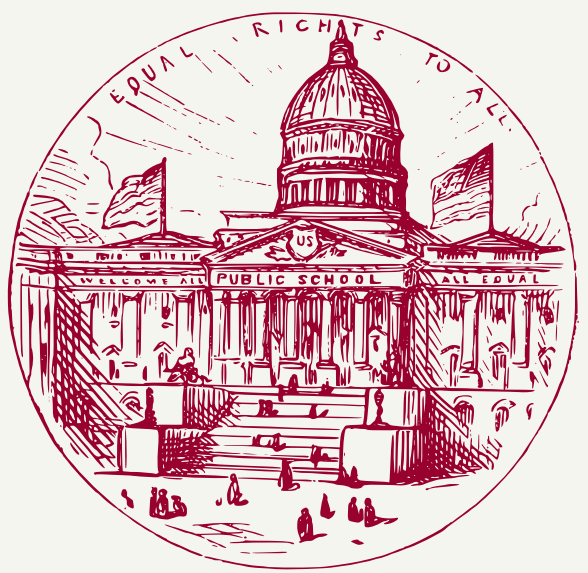


What is Public Affairs?

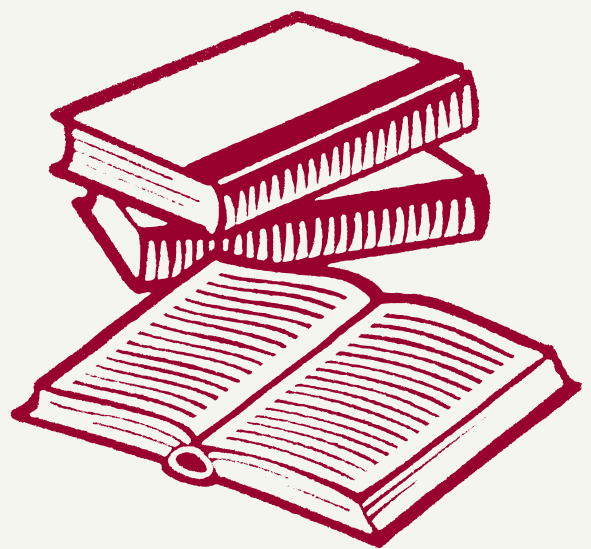
Public Affairs is an organization's efforts to monitor and manage its business environment.



Public Affairs' goals are to influence public policy, build and maintain strong relationships with legislators, and engage with and monitor stakeholders.



Public Affairs tend to deal with non-corporate entities, such as government agencies, nonprofits, and trade associations.



Advocacy plays a major part in public affairs and helps shape laws and regulations and introduce new legislation, while fighting back against damaging legislation.

