

Public Relations Strategies and Tactics



Chapter 1: What is Public Relations?

Study Guide (Objectives)

After studying Chapter 1, you should be able to:

- Define and differentiate among related concepts, including publicity, advertising, press agency, public affairs, issues management.
- Outline how public relations helps improve organizations and society.
- Write a definition of public relations that emphasizes building and maintaining relationships between organizations and their publics.
- Distinguish between the public relations and marketing functions of organizations, identifying the exchange between provider and customer as the distinguishing characteristic of marketing relationships.

Overview

Challenges •

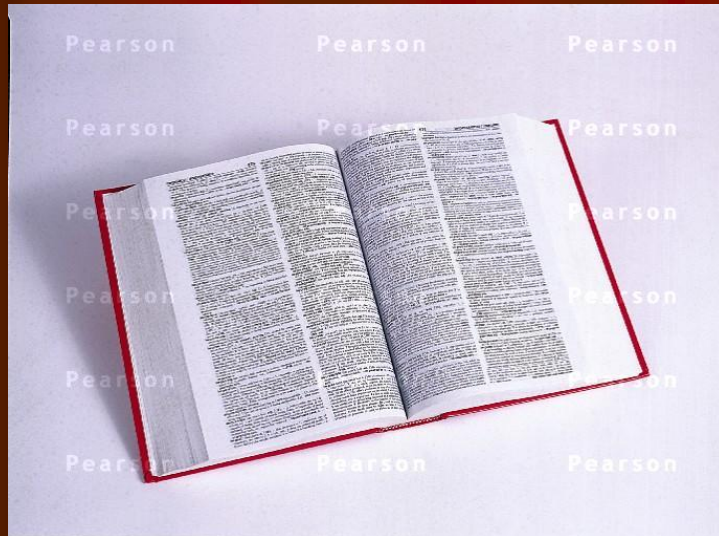
- **Public relations as Process: RACE**
- **Other terms for public relations**
- **The components of public relations**
- **Public relations and journalism**
- **Public relations and advertising**
- **Public relations supports marketing**
- **An integrated perspective**
- **Careers in public relations**
- **The value of public relations**

Public relations is a growth industry in the 21st century!

In numbers:

- PR is a multibillion-dollar business practiced by 158,000 professionals in the U.S. alone.
- Employment growth is increasing faster than average through the year 2012.
- PR has grown rapidly across the globe, from Europe to China, Latin America to Africa.

So what is public relations?



Let's define the
field.....

One definition to consider:

“Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication.”

Another definition from PRSA:

“Public relations helps an organization and its publics adapt mutually to each other. Public relations is an organization’s efforts to win the cooperation of groups of people.”

“Public relations:

- The methods and activities employed by an individual organization, corporation, or government to promote a favorable relationship with the public.”
- (American Heritage Dictionary)

Public Relations

...is the management function that builds and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.



Other Terms for Public Relations

- *Public Relations* is an umbrella term
- Some positive terms:
 - Corporate Communications
 - Public affairs
 - Corporate relations
- Some negative terms:
 - Flack
 - Spin doctor



No matter how PR is defined, two elements guide the process

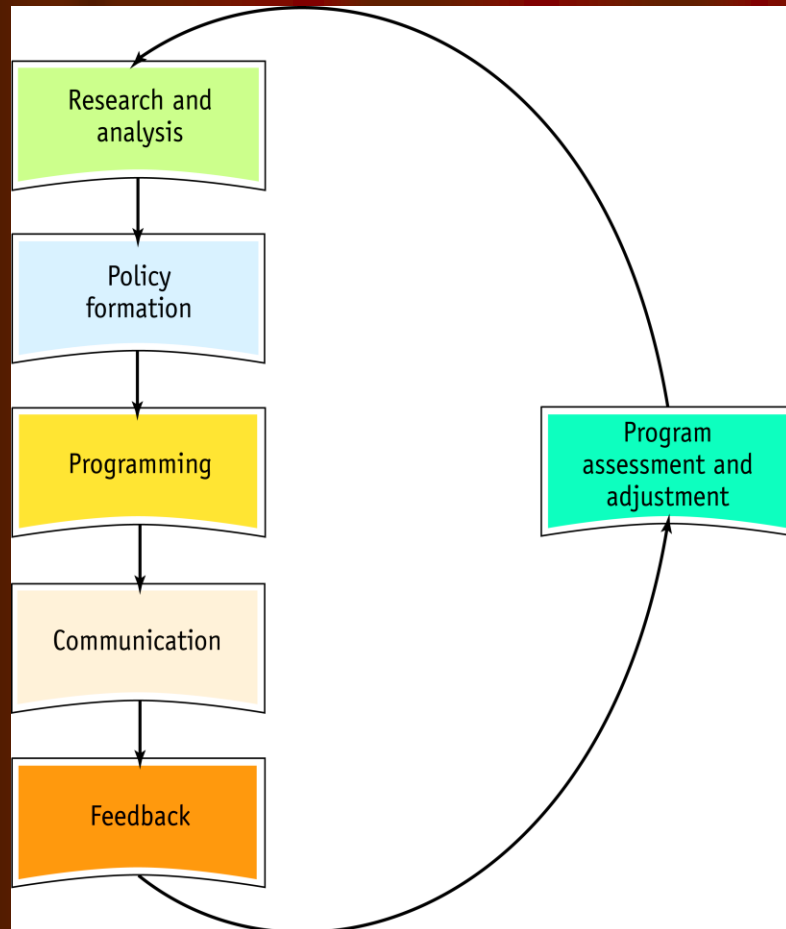
1. Management

To succeed, PR must report to top management, unimpeded by any other group.

2. Action

True PR cannot take place without ethical, consistent action. No amount of persuasion will cover up for poor performance.

PUBLIC RELATIONS AS PROCESS: RACE



- **Research**
- **Action**
- **Communication**
- **Evaluation**



Elements of Public Relations:

- **Conducts a planned and sustained program as part of an organization's management.**
- **Deals with the relationships between an organization and its stakeholder publics.**
- **Monitors awareness, opinions, attitudes and behavior inside and outside the organization.**
- **Analyzes the impact of policies, procedures and actions on stakeholder publics.**
- **Identifies policies, procedures, and actions that conflict with the public interest and organizational survival.**
- **Analyzes the impact of policies, procedures and actions on stakeholder publics.**

Elements of Public Relations (continued):

- **Identifies policies, procedures, and actions that conflict with the public interest and organizational survival.**
- **Counsels management on the establishment of new policies, procedures, and actions that are mutually beneficial to the organization and its publics.**
- **Establishes and maintains two-way communication between the organization and its publics.**
- **Produces measurable changes in awareness, opinion, attitude, and behavior inside and outside the organization.**
- **Results in new and/or maintained relationships between organization and its publics.**

The Components of Public Relations

- Counseling
- Research
- Media relations
- Publicity
- Employee/member relations
- Community relations
- Public affairs
- Government affairs
- Issues management
- Financial relations
- Industry relations
- Development
- Multicultural relations
- Special events
- Marketing communications

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Sharpe's five principles:

- Honest communication for credibility
- Openness and consistency for confidence
- Fairness of actions for reciprocity, goodwill
- 2-way communication to build relationships
- Research and evaluation to determine actions and adjust for social harmony

Public relations
professionals
serve as interpreters
for the organization.



10-Second Quiz!

Who is that lady in the blue dress,
and why is she with President Bush?

PR professionals serve as management interpreters

To publics, they interpret management's:

- Philosophies
- Policies
- Programs
- Practices

And as public interpreters

To management, PR interprets the public's:

- Opinions
- Needs
- Desires



Management needs to know what the public thinks about the organization and its practices!

Now it's your turn.....

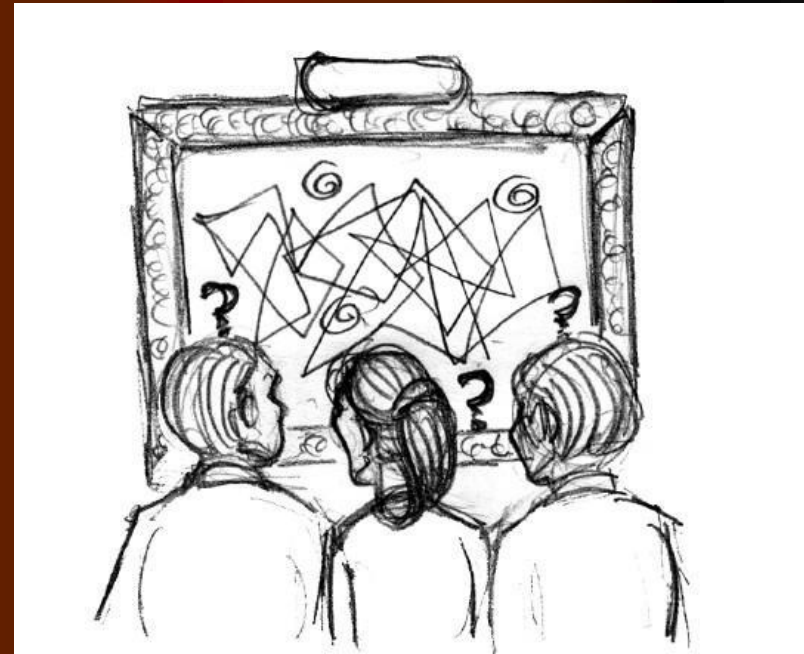
Can you think of recent events in
which organizations were not
correctly interpreting public views?

The “publics” of public relations

- Practitioners must communicate with many different publics at once.
- Each public has its own special needs, media habits, and communication requirements.

Ways to view our publics

- Internal or external
- Primary or secondary
- Traditional and future
- Proponents, opponents, and the uncommitted



Ways to view our publics.....

Segmenting by values and lifestyles

- Actualizers
- Fulfilleds
- Believers
- Achievers
- Strivers
- Experiencers
- Makers
- Strugglers

Now it's your turn.....

Who makes up the publics at your college or university?

How many do you belong to?

Are they internal or external?

How can they change?

Public relations, marketing, and
advertising.....
aren't they all the same thing?



Public relations and Journalism: Differences

→ Scope

Public relations has many components; journalism has only two.

→ Objectives

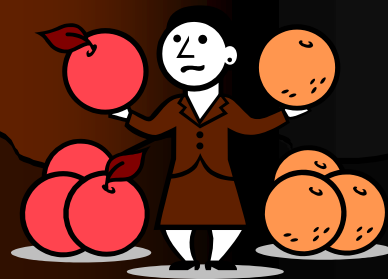
Journalists are objective observers; public relations personnel are advocates.

→ Audiences

Journalists focus on a mass audience; public relations professionals focus on defined publics.

→ Channels

Journalists use only one channel; public relations uses a variety of channels.



Public relations and Advertising: Differences

→ Tools

Advertising works through mass media; public relations relies on a variety of tools.

→ Audience

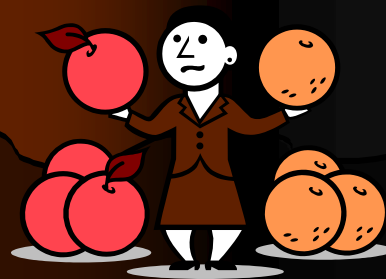
Advertising addresses external audiences; public relations targets *specialized* audiences.

→ Scope

Advertising is a communications function; public relations is broader in scope.

→ Function

Advertising is a tool; public relations fills a support role.



Advertising

...is information placed in the media by an identified sponsor that pays for the time and space.

It is a *controlled* method of placing messages in the media.

Publicity

...is information from an outside source that is used by the media because the information has news value.

It is an *uncontrolled* method of placing messages in the media because the source does not pay the media for placement.

Press Agency

...is creating newsworthy stories and events to attract media attention and to gain public notice.

Public Affairs

...is the specialized part of public relations that builds and maintains mutually beneficial governmental and local community relations.

Lobbying

...is the specialized part of public relations that builds and maintains relations with government, primarily for the purpose of influencing legislation and regulation.

Public relations and Marketing: Differences

Focus →

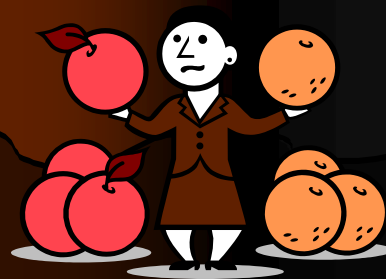
Public relations is concerned with relationships; marketing sells products or services.

→ Language

Different words are used by each profession to express similar meanings.

→ Method

Public relations relies on two-way dialogue; marketing relies on persuasion.



Marketing

...is the management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.

How Public Relations Supports Marketing

8 ways public relations supports marketing (p. 19)

- Develops new prospects
- 3rd party endorsements
- Generates sales leads
- Paves the way for sales calls
- Stretches dollars
- Provides inexpensive literature
- Establishes credibility
- Helps sell minor products

An Integrated Perspective

Concept of integration:

To use a variety of strategies and tactics to convey a consistent message in a variety of forms.

Careers in Public Relations

Five essential abilities:

1. **Writing skill**
2. **Research ability**
3. **Planning expertise**
4. **Problem-solving ability**
5. **Business/economics competence**

Careers in Public Relations

- Internships
 - Win-win situation
- Salaries
 - Entry Level
 - Experienced professionals
 - Women

The Value of Public Relations

- A service to society
- Informative
- Relevant

Issues Management

...is the proactive process of anticipating, identifying, evaluating, and responding to public policy issues that affect organizations' relationships with their publics.

Investor Relations

...is a specialized part of corporate public relations that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.

Development

...is the specialized part of public relations in private organizations that builds and maintains relationships with donors and members for the purposes of securing financial and volunteer support.

Integrated Marketing Communication

...is the coordinated effort in marketing communication, sales promotion, product publicity, corporate advocacy advertising, issues management, and public relations activities designed to have an impact on sales.

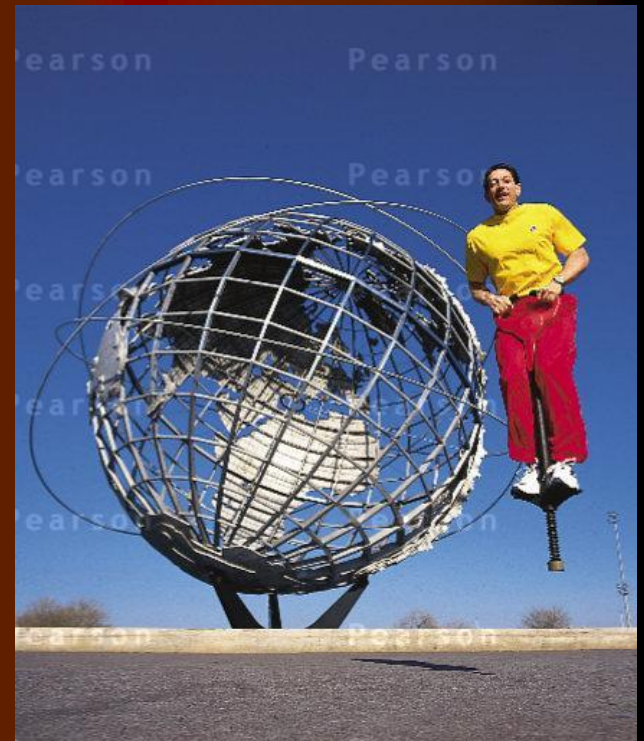
Functions of Public Relations

They are numerous:

- Writing
- Media relations
- Planning
- Counseling
- Research
- Publicity
- Marketing Communications
- Community relations
- Consumer relations
- Employee relations
- Government affairs
- Investor relations
- Special publics relations
- Public affairs and issues management
- Web site development and interface

The curse of “spin”

- What does the term mean to YOU?
- Spin equals distortion, obfuscation, or even lying
- Spin cannot cover up for poor performance
- Spin does NOT equal good public relations!



Becoming a PR practitioner

Key knowledge areas:

- The field
- The communications process
- Technology
- Current events
- Business
- Management

Becoming a PR practitioner

Key personal characteristics:

- A tendency toward communication
- A desire to counsel senior managers
- A strong base of personal ethics
- A willingness to take risks
- A positive outlook on life