

OVERVIEW

- Basic concepts of public relations
- Public relations and journalism
- Public relations and advertising
- Public relations and marketing

KEY WORDS IN ANY DEFINITION OF PUBLIC RELATIONS

- Deliberate
- Planned
- Performance
- Public Interest
- Two-way communication
- Management function

PUBLIC RELATIONS AS PROCESS: RACE

- Research
- Action
- Implementation (Communication)
- Evaluation



OTHER NAMES:

- Corporate Communication
- Public Relations
- Public Affairs
- Communications
- Corporate Relations
- Corporate Public Affairs

DIFFERENCES BETWEEN PUBLIC RELATIONS AND JOURNALISM

- For Journalism
 - Main component is writing
 - Doesn't require managerial skills
 - Provides "objective" information
 - Communicate with mass audience
 - Single channel of media employer

- For Public Relations
 - Many components such as counseling and special events
 - Management skills such as problem-solving needed
 - Provides information as means to other outcomes
 - Communicate with audience segments
 - Variety of channels

DIFFERENCES BETWEEN PUBLIC RELATIONS AND ADVERTISING

- For Advertising
 - Paid space/time in media
 - Guaranteed placement
 - Selling goods and services
 - External audience
 - Function as specialized communication
 - Exclusively mass mediated
 - Used as tool in public relations

- For Public Relations
 - Free Placement
 - No Guaranteed Placement
 - Generate Public Understanding
 - Internal and External Audiences
 - Management Function to Create Favorable Environment for Organization
 - Wide Range of Channels Including Mass Media, Interpersonal/Small Group, Direct Mail
 - Public Relations Often Supports Advertising Efforts

DIFFERENCES BETWEEN PUBLIC RELATIONS AND MARKETING

- For Marketing
 - Make money for organization
 - Build markets for goods and services
 - Main audience is external markets
 - Persuasive in nature
 - Customer-based communication
 - Often limits public relations to product publicity and promotion

- For Public Relations

- Save money for organization
- Build relationships/good will
- Wide range of internal and external audiences
- Often accommodative through dialogue with publics
- Both customers and non-customers
- Comprise audience
- Includes many management and communication functions

THE EVOLUTION OF PUBLIC RELATIONS

FUNCTION	MODEL	LEADING FIGURE	HEYDAYS
Press Agency/Publicity	one-way communication	P.T. Barnum	1850 - 1900
Public Information	one-way communication	Ivy Lee	1900 - 1920s
Counseling	two-way asymmetric	Ivy Lee	1920s - present
Management	two-way asymmetric	Edward L. Bernays	1960s - present

ISSUES CONFRONTING PUBLIC RELATIONS

- A global economy
- Quality of the environment
- Increased management role for public relations
- New emphasis on issues management
- Proliferation of publics
- Decline of mass media
- Advent of new media technologies
- International media relations
- Higher priority on employee communications
- The skilled practitioner

PUBLIC RELATIONS GROWTH -- REASONS

- Cost-effective
- Management recognizes need
- Penalties of poor pr highly visible
- Sophisticated measurement tools
- Specialization
- More complex tools
- International markets

PUBLIC RELATIONS IN THE 21ST CENTURY

- Increased electronic media
- More one-to-one communication
- Increased integration of communication
- Face-to-face meetings highly important
- Less persuasion, more negotiation

ETHICS

DEFINITION OF ETHICS

Value System By Which A Person Determines What is Right or Wrong

THREE ETHICAL ORIENTATIONS

Absolutist
Existentialist
Situationalist

CODES OF ETHICS

PRSA
IABC

PROFESSIONALISM

- Independence
- Responsibility to society
- Concern for competence and honor of profession
- Loyalty to profession higher than to employer

BARRIERS TO PROFESSIONALISM -- CAREERIST CONCERNS

- Job security
- Prestige in organization
- Salary level
- Recognition from superiors
- Technician mentality -- how rather than what is communicated

LICENSING AND ACCREDITATION

- Arguments for Licensing
 - Define the practice of public relations
 - Establish uniform educational criteria
 - Set uniform ethical and professional standards
 - Provide for decertification of unethical practitioners
 - Protect consumers from impostors
 - Protect qualified practitioners from unfair competition
 - Raise the credibility of practitioners
 - Would not infringe first amendment rights because would not control right to communicate

■ Arguments against licensing

- Any licensing is an infringement
- Difficult to define public relations
- Voluntary accreditation is sufficient to establish standards
- Civil and criminal laws already exist for malpractice
- Legislatures show little interest
- State licensing would hamper national/international practice
- Licensing assures only minimum competence
- Credibility and status not assured through licensing
- Regulation would be costly

Ethics in individual practice

- Be honest at all times
- Convey sense of business ethics
- Respect integrity and position of opponents
- Develop trust by emphasizing substance
- Present all sides of an issue
- Balance loyalty to organization and to public
- Don't sacrifice long-term objectives for short-term gains
- Be prepared to sacrifice security for standards

Ethical dealings with news media

- Less than total honesty destroys credibility
- Achieve trust by avoiding:
 - Junkets
 - Extravagant parties
 - Expensive gifts
 - Personal favors

Ethical practice in business and government

- Extensive ethics training instituted
- Increased creation of codes in 1980s
- Common matters covered in codes
- Company philosophy stated
- Compliance with laws outlined
- Prohibition of bribery and kickbacks
- Conflicts of interest defined
- Gifts, gratuities, and entertainment

Ethical practice in business and government (continued)

- Confidential and proprietary information
- Accurate records
- Proper use of assets
- Proper relationships
- Honesty in communication
- Political activity with foreign governments
- Social responsibility
- Industrial integrity
- Codes frequently crafted by public relations staff

THE CHANGING FOCUS OF PUBLIC RELATIONS

- Less emphasis on reporting experience
- Broadened field of practice
- Limited number of reporter jobs
- Growth in public relations majors
- Public relations work is varied

THE RANGE OF PUBLIC RELATIONS WORK

- Corporations
- Nonprofit organizations
- Entertainment, sports, and travel
- Government and the military
- Education
- International public relations

PERSONAL QUALIFICATIONS AND ATTITUDES

- Attributes for success
 - - Ability with words
 - - Analytical skill
 - - Creative ability
 - - Instinct for persuasion

FOUR ESSENTIAL ABILITIES

- - Writing skill
- - Research ability
- - Planning expertise
- - Problem-solving ability

FOUR EMPIRICALLY GROUNDED ROLES

- Communication managers
- Communication liaisons
- Media relations specialists
- Communication technicians

PUBLIC RELATIONS DEPARTMENTS

- Role
- Expectations of management
- Structure
- Line versus staff function
- Place in overall structure
- Advantages and disadvantages

PUBLIC RELATIONS FIRMS

- Service
- Structure
- Pros and cons of using a public relations firm
- Fees and charges

SERVICES OFFERED BY PUBLIC RELATIONS FIRMS

- Marketing communications
- Executive speech writing
- Research and evaluation
- Crisis communication
- Media analysis

- Community relations
- Events management
- Public affairs
- Employee communications
- Branding and corporate reputation
- Financial relations

PROS AND CONS OF USING FIRMS

- Advantages
 - - Objectivity
 - - Variety of skills/expertise
 - - Extensive resources
 - - Offices across country/globe
 - - Special problem-solving
 - - Credibility

Disadvantages

- Superficial grasp of client problems
- Lack of full-time commitment
- Need for prolonged briefing period
- Resentment of internal staff
 - Need for strong direction from management
 - Need for full information
 - Need confidence from client
- Expensive

Problems are two-way

- Executives Fail To Define Objectives
- Clients Fail to Provide Specifics
- Clients Are Penny-Wise/Pound-Foolish

False expectations

- Guaranteed results
- Quick change in perception or attitude
- Make an organization what it is not

RESEARCH

- The Importance of Research
 - Planning
 - Program Development
 - Evaluation Process

WHY RESEARCH IS NECESSARY

- Fragmentation of audiences
- Increased isolation of top management from personal contact with publics
- Can prevent waste of time, effort, and money
- Research provides factual basis for programs
- Research can generate publicity
- Research can establish a baseline

OBJECTIVES OF RESEARCH

- Probing the attitudes of groups
- Measuring opinions of various groups
- Identifying opinion leaders
- Reducing costs by better targeting of messages
- Pretesting messages
- Determining the timing of a message
- Achieving two-way communication
- Revealing trouble spots
- Achieving credibility with top management

RATIONALE FOR USING RESEARCH

- Fragmentation of audiences and self-interests
- Top management's isolation from public
- Saved time and money for an existing problem

- Needed facts in any public relations program
- Generate publicity through dissemination of results
- Establish a baseline for future evaluation

PRELIMINARY QUESTIONS TO FORMULATE RESEARCH DESIGN

- What is the problem?
- What kind of information is needed?
- How will the results of the research be used?
- What specific public(s) should be researched?

- Should the organization do the research or hire An outside consultant?
- How will The research data be analyzed, reported, and applied?
- How soon are The results needed?
- How much will it cost?

INFORMAL RESEARCH METHODS

- Analysis of organizational materials
- Personal contacts
- News articles
- Regional and national poll results
- Data from trade groups

- Library research
- Online resources
- Advisory boards
- Analysis of letters and telephone calls to the company
- Focus groups
- Copy testing of planned brochures
- Communication audits

FORMAL RESEARCH METHODS

- Type
 - Probability sampling
 - Nonprobability sampling
 - Quota sampling
 - Sample size

DESIGN

- Pitfalls in questionnaire design
- Guidelines

WAYS TO REACH RESPONDENTS

- Advantages of each mode of data collection
- Disadvantages of each mode of data collection

PLANNING STEPS IN DETAIL

- Define the problem
- Overcoming a negative perception
- Conducting a specific one-time project
- Developing or expanding a continuing program
- Set objectives
 - The two types of objectives
 - Informational
 - Motivational

- Budget considerations
- The time factor
- The written statement
- Define the audiences
- Entire public

- External target audience
- Internal audience
- Plan the program
- Written methods
- Visual methods
- Spoken methods

STEPS IN DETAIL OVERVIEW

- Preparing a program plan
- Define problem
- Identify objectives
- Identify audience
- Develop strategy
- Specify tactics

- Develop calendar
- Ascertain budget
- Specify evaluation procedures
- Execute the program
- Assess the results

KETCHUM'S STRATEGIC PLANNING MODEL

1. Facts
2. Goals
3. Audience
4. Key message

THE ISSUES MANAGEMENT PROCESS

- Issue identification
- Issue analysis
- Strategy options
- Action plan
- Evaluation

NATURE OF COMMUNICATION

- Need for a common ground
- Feedback
- The role of the senses

THE GOALS OF COMMUNICATION

- Inform
- Persuade
- Motivate
- Mutual understanding

A PUBLIC RELATIONS PERSPECTIVE

- Questions to Focus Materials Produced\
 - Is it appropriate?
 - Is it meaningful?
 - Is it memorable?
 - Is it understandable?
 - Is it believable?
- Determine objectives

THE IMPORTANCE OF TWO-WAY COMMUNICATION

- Loop process
- Feedback obtained in research and evaluation phases
- Feedback equates with two-way communication
- Two-way is arguably The key to excellent practice
- Two-way is usually lower in the hierarchy of communication channels

PAYING ATTENTION TO THE MESSAGE

- Exposure doesn't equate with attention, memory, or understanding
- Audiences are active
- Media uses and gratification theory
- Grunig's situational theory of information seeking
- Other attention-getting concepts
- Five senses
- Raise need level/primacy/recency effects of order
- Channeling
- Prior knowledge and interest

UNDERSTANDING THE MESSAGE

- Communication
- Writing for clarity
- Use symbols, acronyms, and slogans
- Avoid jargon
- Avoid cliches and hype words
- Avoid euphemisms
- Avoid discriminatory language

BELIEVING THE MESSAGE

- Source credibility
- Sleeper effect

REMEMBERING THE MESSAGE

- Repetition
- Multiple communication channels

ACTING ON THE MESSAGE

- Ultimate purpose of any message
- The five-stage adoption process
- Awareness
- Interest
- Evaluation
- Trial
- Adoption

FACTORS AFFECTING ADOPTION

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability

THE TIME FACTOR

- Adoption
 - Adoption ranges from instantly to months
 - - Types of adopters
 - Innovators
 - Early adopters
 - Early majority
 - Late majority
 - Laggards

HOW DECISIONS ARE INFLUENCED

- General mass media for awareness stage
- In-depth mass media and controlled media for interest stage
- Group norms and opinions for evaluation, trial, and adoption stages

COMMUNICATION GUIDELINES

- Communication model
- Understand five-stage adoption process
- Time factor
- Influencing passive and active audiences
- Fitting the message to the audience

WRITING FOR CLARITY

- Avoid jargon
- Avoid cliches and hype words
- Avoid euphemisms
- Beware of negative connotations
- Avoid discriminatory language

HOW TO COMMUNICATE DURING A CRISIS

- Put the public first
- Take responsibility
- Be honest
- Never say "No comment"
- Designate a single spokesperson
- Set up a central information center

- Provide a constant flow of information
- Be familiar with media needs and deadlines
- Be accessible
- Monitor news coverage and telephone inquiries
- Communicate with key publics

Crisis Communication Strategies

- Attack the accuser
- Denial
- Excuse
- Justification
- Ingratiation
- Corrective action
- Full apology

RISK COMMUNICATION

- Defined as verbal or written exchange to communicate information regarding risk to public health and environment
- Often communicate with hostile, uninformed, or concerned audiences

GUIDING CONCEPTS OF RISK COMMUNICATION

- Volunteered communication accepted better
- More control individuals have, less perceived risk
- More complex situation, higher perceived risk
- Familiarity breeds confidence
- When experts disagree, perceived risk increases
- Severity of consequences affects perceived risk

APPROACHES TO COMMUNICATING RISK

- Understand public's concern
- Simplify and clarify technical messages
- Meet public on its turf
- Develop ongoing dialogue
- Be inclusive
- Build coalitions
- Power-share

THE PURPOSE OF EVALUATION

- To assess progress toward objectives
- To raise accountability of public relations
- To improve subsequent/ongoing programs
- To assess return on investment of time and money

OBJECTIVES: A PREREQUISITE FOR EVALUATION

- Management must concur about objectives
- Precise, results-oriented objectives
- Realistic, credible, measurable, and compatible objectives
- Plan evaluation -- Don't Wait

- Informational objectives fairly clear cut
- Motivational objectives require
 - Research
 - Means to isolate effect provided by public relations

Eight evaluation questions

- Adequately planned?
- Message understood?
- How more effective?
- All primary and secondary audiences reached?
- Organizational objective achieved?
- Unforeseen circumstances?
- Within budget?
- Steps to improve?

CURRENT STATUS OF MEASUREMENT AND EVALUATION

- Sophisticated techniques
- Computerization
- Clips as evaluation supplanted by many methods
- Management demands more accountability to the bottom line

REASONS FOR BETTER EVALUATION

- More expertise
- User-friendly software
- Need for solid data in organizations

EVALUATION CAN BE ORGANIZED IN HIERARCHY

- Exposure to awareness to comprehension to retention to behavior
- Evaluation can also follow steps in the public relations process

METHODS OF EVALUATION

- Measurement of production
- Measurement of distribution

- Measurement of message exposure
 - Gross impression
 - Dollar value
 - Hits on internet
 - Cost per person
 - Systematic tracking
 - 800 numbers
 - Audience attendance
 - Pilot test

- Measurement of audience awareness
 - Meeting objectives
 - Audience surveys
- Measurement of attitude change
 - Benchmark study
- Measurement of audience action

- Measurement of supplemental activities
 - Communication audit
 - Pilot tests and split messages
 - Meeting and event attendance
 - Newsletter readership
 - Content analysis
 - Readership interest surveys
 - Article recall
 - Advisory boards

PUBLIC OPINION

- WHAT IS PUBLIC OPINION?
 - Self-interest
 - Event
- WHAT IS AN OPINION LEADER?
 - Formal
 - Informal

- THE FLOW OF OPINION
 - Two step flow
 - Multi-step model

- The role of mass media
 - Agenda-setting theory
 - Media dependency theory
 - Framing theory
 - Cultivation theory

- HOW TO GAUGE PUBLIC OPINION
 - Personal contact
 - Media reports
 - Field reports
 - Letters and telephone calls
 - Advisory committee
 - Staff meeting
 - Polling and sampling

PERSUASION

- What is persuasion?
- Use
 - Change or neutralize hostile opinion
 - Crystallize latent opinions and positive attitudes
 - Conserve favorable opinions

■ Factors

- | | |
|---------------------------|-------------------------------------|
| ■ Audience analysis | ■ Audience participation |
| ■ Source credibility | ■ Suggestions for action |
| ■ Appeal to self-interest | ■ Content and structure of messages |
| ■ Clarity of message | ■ Persuasive speaking |
| ■ Timing and context | |

LIMITATION FACTORS

- Lack of penetration
- Competing message
- Self-selecting
- Self-perception

PROPAGANDA

- What is propaganda?
- Techniques
 - Plain folks
 - Testimonial
 - Card-stacking
 - Transfer
 - Glittering generalities
 - Name-calling

PERSUASION ETHICS

- Do not use false evidence
- Do not use specious reasoning
- Do not falsely represent yourself
- Do not use irrelevant appeals as diversions
- Do not make false links to favorable values, motives, or goals
- Do not conceal your purpose or interest
- Do not cover up consequences
- Do not use baseless emotional appeals
- Do not oversimplify complex situations
- Do not feign certainty
- Do not advocate what you don't believe yourself

THE AUDIENCE FOR PUBLIC RELATIONS

- Characteristics
 - Diverse
 - Visual orientation
 - Single issues support
 - Emphasis on personality and “celebrity”
 - Distrust of authority
 - Internationalization

■ Matching audience and media

- Print for detail and contemplation
- Television for emotional impact
- Radio for flexibility and specific targets
- Online media for customized information of target audience

■ Media relations

- Media are busy
- Editors are proud of independence
- Trust is earned and easily destroyed
- Informing media and public is important work
- Assume stories judged on merits
- Continue serving after story idea is accepted

MEDIA OPPORTUNITIES

- | | |
|---------------|---------------------------|
| ■ Print media | ■ Spoken And visual media |
| ■ Newspapers | ■ Radio |
| ■ Magazines | ■ Television |
| ■ Books | ■ Motion pictures |
| | ■ Sponsored films |

LEGAL CONCEPTS

■ CONSPIRACY

- Participate in illegal action
- Counsel policy behind illegal action
- Establish a "front group"
- Cooperate in any way with illegal action

■ LIBEL AND SLANDER

- Written defamation is libel
- Spoken defamation is slander
- Distinction often lost today

AVOIDING LAWSUITS FOR LIBEL/SLANDER

- Accompany opinion with supporting facts
- Clearly label statements of opinion
- Review context of language surrounding opinions
- Truth is traditional defense against libel
- Control words spoken in anger
- Fair comment and criticism allowed

COPYRIGHT

- Ownership of ideas
- Employee ideas
- Solicited proposals
- Unsolicited public ideas
- Use of copyright

- Practitioners need to know about copyrighting company materials
- Practitioners need to know about using copyrighted materials
- Copyright protects specific expression of an idea, not an idea in general
- Copyright occurs immediately upon creation
- Formal copyright can also be obtained

- Author's copyright lasts for author's life plus 50 years
- Business copyrights last 75 years
- Copyright of work made for hire goes to employer
- Photography and artwork
- Free-lance/commercial photographers retain ownership rights to make copies
- Professional charges are based on extent of use of the photograph

- Rights of free-lance writers
- Writers retain ownership
- Purchasers obtain licensing to reproduce
- Make arrangements explicit with free-lancers
- Fair use versus infringement

- Fair use allows partial use of copyrighted material with source attribution
- Permission is required if used in advertisements or promotional brochures
- Fair use is allowed for criticism, comment, or research, particularly without multiple copies produced
- Quantity reprints or videotaping are likely to infringe copyright
- Government documents cannot be copyrighted

ROUNDUP OF COPYRIGHT GUIDELINES

- Ideas cannot be copyrighted, expressions of ideas can
- Major public relations materials should be copyrighted
- In spite of fair use, seek permission for material used for sales
- Keep copyrighted material in context
- Order quantity reprints from publisher

- Obtain permission for taped segments of television or movies
- Obtain permission to use segments of popular songs
- Photographers retain rights to photos
- Photos of celebrities or deceased persons require releases
- Obtain permission to reprint cartoons and artwork

- Government documents are not copyrighted but avoid implying government endorsement
- Private letters require release by the writer

Trademarks

- Trademarks are registered words, names, symbols, or devices used to identify a product
- Selecting trademarks
- Safeguarding trademarks
- Avoiding improper use of other registered trademarks
- Guidelines to determine trademark infringement

- Use of name to capitalize on reputation
- Intent to create confusion
- Similarity of two organizations
- Has the trademark been actively protected?
- Is the trademark unique?
- Misappropriation of personality
- Celebrity holds sole right to exploit value of celebrity status

- Includes still or video image, voice, and likeness
- Generic names
- Trademark can become household name
- Exclusive right is thus lost
- Tremendous loss is incurred

PUBLIC RELATIONS AND LEGAL COUNSEL

- Overcome frequent disagreement between the two functions
- Rely on legal counsel to conform to laws and regulations
- Strive to make legal counsel aware of the court of public opinion

STEPS FOR MUTUAL SUPPORT

- Two staffs report to same executive
- Clearly defined draft of responsibilities
- Both functions on key committees
- Personal interaction among the two staffs
- Periodic consultations to review materials and programs
- Legal staff should apprise public relations of litigation

PERCEPTION AND REALITY IN BUSINESS

- Social environment
- Social responsibility
- Consumerism
- Product recall
- Boycott
- Human factor: perception is reality
- Environmental concern

COMMUNITY RELATIONS

- Corporations rely on local governments
- Participation in community boards and civic clubs
- Need to create dialogue with community
- Environment is particular concern
- Contributions to quality of life are common
- Japanese companies active in U.S. community work

CORPORATE PHILANTHROPY

- Billions given
- Enlightened self-interest
- Matching funds programs get employees involved
- Philanthropy cannot supplant good policy
- Giving itself can be controversial -- e.g. Planned Parenthood

- Steps to address backlash
- CEO write letters to local paper
- Answer all calls and letters
- Publicly correct opponents
- Meet with adversary groups

SELECTION CRITERIA FOR CORPORATE SPONSORSHIPS

1. Affordable
2. Compatible with company values
3. Reach target audience
4. Sufficient time to use sponsorship
5. Confidence in event organizers

- 6. Newsworthy event
- 7. Televised event
- 8. Event valuable to sales force
- 9. Opportunity For new contacts
- 10. Long-term viability

- 11. Employee involvement
- 12. Event compatible with personality of products
- 13. Opportunity for trade-offs and in-kind
- 14. Management approves the event

CORPORATIONS AND THE ENVIRONMENT

<ul style="list-style-type: none">- Consumer pressure- Social responsibility- High cost- Difficult innovation- Three areas- Present accomplishments	<ul style="list-style-type: none">- Inform top management of public perceptions- Conduct campaigns within company- Environmental audit- cleanup campaign- Green image
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MARKETING PUBLIC RELATIONS

- Product publicity
- Information bureaus
- Polling
- Public relations tours
- School promotions
- Cause-related marketing
- Corporate sponsorships
- Sporting events
- Sponsoring art and music

GOVERNMENT RELATIONS

- Gather information
- Disseminate management's views
- Cooperate with government on projects
- Motivate employees to participate in political process

LOBBYING

- A government relations specialty
- Effort directed to influence legislation/regulation
- Lobbyists are registered, but many others participate
- Nature of lobbying contrary to stereotype

- Often low key, thoughtful activity
- Many constituents have lobbyists
- Much information is developed by lobbyists

POLITICAL ACTION COMMITTEES (PACS)

- 1970 reforms prohibited corporate contributions in federal elections
- Pacs allowed as alternative
- Money from employees or organization members
- Campaigns expensive, reform on agenda

PUBLIC AFFAIRS OBJECTIVES IN GOVERNMENT

- Inform public about people's business
- Improve agency effectiveness
- Provide feedback to administrators
- Advise management how to communicate
- Serves as ombudsman
- Educate administrators about mass media

SOME LOCATIONS FOR GOVERNMENT PUBLIC AFFAIRS

- Government agencies
- Congressional efforts
- White House efforts
- Media concern
- State information services
- Municipal information services

PUBLIC RELATIONS AND POLITICAL CAMPAIGNS

- \$100 million dollar industry
- Range of communication techniques employed
- New communication tools quickly adopted
- Ethical guidelines important

INTERNATIONAL PRACTICE

- International corporate public relations
- International government public relations
- International group public relations
- Foreign public relations organizations

INTERNATIONAL CORPORATE PUBLIC RELATIONS

- New age of global marketing
- Language, culture, and other problems
- Representing foreign corporations in U.S.
- Representing U.S. corporations in other countries

GOALS OF FOREIGN GOVERNMENT PUBLIC RELATIONS

- Advance political goals
- Ascertain probable U.S. reaction to a projected action
- Advance the country's commercial interests
- Assist with communications in English
- Convince key publics to support a policy
- Lobby for changes in legislation in the nation's self-interests

INTERNATIONAL GROUP PUBLIC RELATIONS

- Hundreds of non-profits operating
- Great deal of pro-social work
- Require nearly spotless image to avoid backlash

MEMBERSHIP ORGANIZATIONS

- Trade associations
- Labor unions
- Professional associations
- Chambers of commerce
- Environmental and social issue activist groups

TRADE ASSOCIATION APPROACHES TO PUBLIC RELATIONS

- News stories and features
- Advertising campaigns
- Special events
- Education and training

MAIN MISSIONS OF LABOR UNIONS

- External communication to broad publics
- Government relations and lobbying
- Internal communication to members

THE NATURE OF PROFESSIONAL ASSOCIATIONS

- Quasi-legal power
- Variety of public relations techniques
- Government relations and lobbying
- PAC contributions
- Services to the public

CHAMBERS OF COMMERCE

- Represents business nationally
- National chamber offers guidance to local chambers
- Local chambers represent business, government, and community interests

ENVIRONMENTAL AND SOCIAL ISSUE ACTIVIST GROUPS

- Major environmental organizations
 - Greenpeace
 - National Wildlife Foundation
 - World Wildlife Fund
 - Sierra Club
 - Nature Conservancy

METHODS OF OPERATION

- Lobbying
- Litigation
- Mass demonstrations
- Boycotts
- Reconciliation
- Fund-raising

SOCIAL ISSUE ORGANIZATIONS

- Similar operation to environmental, but social issues
e.g., Mothers Against Drunk Driving (MADD)
- Other powerful organizations include:
 - National Rifle Association (NRA)
 - National Organization of Women (NOW)
 - American Family Association

CHALLENGES FOR PHILANTHROPIC ORGANIZATIONS

- Subject to public scrutiny
- Cuts in federal spending on social programs
- Changes in tax advantages of charitable giving
- Need to raise funds

SOCIAL AND CULTURAL AGENCIES

- Social service agencies
- Welfare agencies
- Health agencies
- Cultural organization
- Hospitals
- Foundations
- Religious organizations

GOALS OF SOCIAL AND CULTURAL AGENCIES

- Public awareness
- Use of services
- Creating of educational materials
- Volunteer workers
- Fund-raising

METHODS OF FUND-RAISING

- Direct mail
- Sponsorship of events
- Telephone solicitations
- Use of "800" or "900" telephone numbers
- Entrepreneurship

HOSPITAL PUBLIC RELATIONS

- Reputation building
- Marketing hospital services
- Hospital audiences
- Patients
- Medical and administrative staff
- News media
- Community as a whole

EDUCATION PUBLIC RELATIONS

- Provide news and publications
- Coordinate special events
- Write speeches
- Respond to requests for information

COLLEGE AND UNIVERSITY RELATIONS

- Structure
 - Development office handles
 - Alumni relations
 - Fund-raising
 - University relations covers
 - News services
 - Publications
 - Special events

- Publics
 - Faculty and staff
 - Students
 - Alumni and other donors
 - Government
 - The community
 - Prospective students

- CASE: Council for Support and Advancement of Education

SCHOOL PUBLIC RELATIONS

- Publics
 - Teachers
 - Children
 - Parents
 - Staff
 - Community

- Ways of reaching publics
 - Analysis of public opinion
 - Beating the odds at the polls
 - Public forums
 - Marketing
 - Building community support

ENTERTAINMENT PUBLIC RELATIONS

- What is publicity?
- The cult of personality
- The concept of celebrity
- Ethics

Steps in conducting a personality campaign

- 1) Interview the client
- 2) Prepare a biography
- 3) Plan a marketing strategy
- 4) Conduct a campaign

CELEBRITY PROGRAM ELEMENTS

- News releases
- Photographs
- Public appearances
- Awards
- Question and answer columns
- Nicknames and labels
- Record the results

SPORTS PUBLICITY

- Sports mania stimulated by public relations
- Normal tools used
- Home town pride is pushed
- Losing teams a challenge
- Star players portrayed as heroes
- Supersports: The Super Bowl

EDELMAN'S "M.U.S.T.S.YSTEM"

- Media appeal
- User friendliness
- Sales appeal
- Thematic applications
- Special event potential

TRAVEL PROMOTION

- Major industry -- \$269 billion annually
- Three phases of travel promotion
 - - Stimulating public desire to visit
 - - Arranging travel
 - - Assuring comfort and entertainment

TRAVEL PROMOTION STRATEGIES

- Appeals to target audiences
- Special messages to target audiences
- Packages offered
- Largest target is seniors

TRAVEL PROMOTION CRISES

- Disasters
- Violent acts
- Dampen travel
- Much effort needed to repair damage

NEW TECHNOLOGIES

- Communications explosion
 - Computer
 - Internet
 - Facsimile transmission
 - Satellite transmission
 - Fiber optics
 - Other tools

COMPUTER USES

- Internet access
- Word processing
- Desktop publishing
- Mailing lists
- Lists of contacts --Related to mailing lists
- On-line conferences
- Graphics

THE INTERNET AND WORLD WIDE WEB

- Enormous recent growth
- No central control
- Emerging credibility
 - As a medium
 - In measurement of "hits"

USES IN PUBLIC RELATIONS

- Email distribution
- Information exchange at web sites
- Usenet discussion groups

FACSIMILE TRANSMISSION

- Exact copy is moved electronically
- Timesaver
- Broadcast fax enables transmission to many sites
- Caution is advised

SATELLITE TRANSMISSION

- Satellites serve as relay of message
- Commonplace technology

NEWS RELEASE DELIVERY

- Free delivery of releases
- Business wire and PR newswire are prominent

VIDEO AND AUDIO NEWS RELEASE DISTRIBUTION

- Over 30 companies
- Faster than mailing videotape
- Limited use by television, but large potential impact
- Business wire and audio features send audio

GLOBAL MESSAGING BY ELECTRONIC MAIL

- Teleconferencing or videoconferencing
- Enables interaction over distance
- Modest costs
- One-way video and two-way audio is common
- Technical refinements ongoing
- Lacks personal warmth
- Webconferencing will increase

SATELLITE MEDIA TOURS

- Enables a personality to avoid travel
- Timed two-way links with TV reporters
- Gives station access to personality

OTHER TOOLS

- Cellular phones bring mobility
- CD-ROM delivers vast multi-media storage
- Computer disk for data storage
- Electronic blackboards print what is on board

THE NEWS RELEASE

- Simple document -- Ready to publish
- Competition among news releases is intense
- Physical appearance
- Content
- Delivery of news releases
- Editorial promotion services
- Localizing a news release increases coverage
- Getting extra mileage from news releases

THE FACTSHEET

- Like release, but outline form
- Quick reference tool
- Often included in press kits

THE PRESS KIT

- Sent to media or distributed at news conference
- Usually large folder containing news releases
- Factsheets
- Backgrounders (background articles)
- Collateral company materials
- Black-and-white publicity photos
- Color slides
- Article reprints
- Graphic design for folder and materials

THE NEWSLETTER

- News provided to members or employees
- Other newsletters by subscription
- Offer specialized information
- Less formal, shorter than most magazines
- Punchy writing style
- Electronic newsletters now offered

THE ADVERTORIAL

- Advertisements written to look like editorial copy
- Can blur distinction between editorial and advertising content

COMPANY PERIODICALS

- Well-written and attractive
- Readership related to career aspiration and gender
- Key elements in management -- employee relations
- Employee recognition
- Communication
- Sense of belonging
- Emotional security
- Periodicals can be effective -- appropriate tone
- Can be lavish in production values

MAGAZINES FOR EMPLOYEES AND RETIREES

- Can personalize a company
- Can build sense of belonging for employees

MAGAZINES FOR STOCKHOLDERS AND EMPLOYEES

- Broad approach
- More management-oriented than employee publication
- Employees are often stockholders too

MAGAZINES FOR MARKETING

- Targets
 - Staff members
 - Wholesalers
- Highly promotional
- Inspirational
- Sales oriented

MAGAZINES FOR CUSTOMERS/MEMBERS

- Intended as reminder
 - Of products for customers
 - Of services for members
- Not a catalogue, but special offers
- Mainly offers favorable image, not selling
- Targeted to good customers

BROCHURES AND HANDBOOKS

- Innumerable needs for information
- Generally lasting information
- Mostly free materials
- Clarity and conciseness essential
- Outlining and clear headings useful
- Informational brochures describe purposes, policies, and functions

HANDBOOKS

- More elaborate
- Often distributed to media

CORPORATE BROCHURES FOR EXTERNAL USE

- Specific audiences
- May be inserts in mailings

CORPORATE BROCHURES FOR INTERNAL USE

- To inform employees
- To train employees
- Glossaries define terms in technical fields

ANNUAL REPORT

- Tells company story to multiple audiences
- Major public relations function
- Expensive
- Meets securities and exchange requirements

PURPOSES OF ANNUAL REPORT

Impress stockholders
Encourage investors
Employee recruiting

- May not be cost effective
- Two sections
 - Detailed financial information
 - Presentation of company accomplishments
- Videotaped annual reports also possible

CORPORATE ADVERTISING

- Purposes
 - To enhance reputation
 - To advocate a policy
- One type called advertorial advertising
- Much occurs on television or consumer magazines
- Image-building to strengthen company identity
- Financial relations programs' strength
- Advocacy advertising
- Attempts to influence public opinion
- Sometimes controversial
- Small percentage of ad budgets

EVALUATING CORPORATE ADVERTISING

- Are often abstract
- Corporate ads can:
 - Build awareness of company
 - Favorably impress investors and securities analysts
 - Motivate employees/attract recruits
 - Influence public opinion
 - Strengthen relations with leaders
 - Influence legislation

- Corporate ads cannot:
 - Gloss over poor record
 - Boost price of stock
 - Swiftly change public opinion

SPOKEN TACTICS

- Face-to-face discussion
- Speech
- Audio news release
- Word-of-mouth

FACE-TO-FACE DISCUSSION

- Telephoning in advance for an appointment
- Identifying yourself and your purpose immediately
- Being concise
- Not overselling
- Expressing appreciation for the editor's time
- Leaving behind written material
- Following up with a note of appreciation

SPEECHES

- Structure of a speech
 - 1) Statement of main purpose
 - 2) Development of an idea
 - 3) A statement of a secondary theme
 - 4) The enunciation of a principal point
 - 5) A pause on a plateau
 - 6) A restatement of the theme
 - 7) A brief conclusion

VISUAL AIDS FOR A SPEECH

- Exhibits
- Graphs and charts
- Staging a speech
- Special types of speaking opportunities
 - 1) News conference
 - 2) Press party and press tour
 - 3) Interview
 - 4) Meeting

TELEVISION: DOMINANT VISUAL COMMUNICATION

- News releases
- Printed news release
- Prepared script
- Videotape news release (VNR)
- Infomercials

NEWS ON CABLE TELEVISION

- Fresh opportunities
- Newspapers reuse press content on cable
- Superstations have large audiences

PERSONAL APPEARANCES ON TELEVISION

- Prepare to avoid camera fright
- Coach clients in practice sessions
- Rehearse difficult questions
- Practice short responses (30 seconds)
- Dress conservatively avoiding white
- Use gestures
- Use eye contact
- Assume good pose for cameras

TELEVISION FOR RESTRICTED AUDIENCES

- Enormous growth in closed-circuit TV
- Mainly for information transfer

OTHER USES OF VIDEOTAPE

- Variety of low-tech, inexpensive uses
- Videotaped financial reports
- Internal corporate TV news
- Videotaped training and marketing programs
- Videotaped sales messages
- Home video

MOTION PICTURES

- Most films are not Hollywood productions
- Sponsored films for nontheatrical showing comprise majority
- Hollywood entertainment films include subtle publicity efforts
- Sponsored films and videos

**STILL IMAGES FOR PROJECTION:
AUDIOVISUAL AIDS**

- Much cheaper than film or videotape
- Single projection system is inexpensive
- Slide shows
- Overhead transparencies

**STILL PHOTOGRAPHY FOR MEDIA AND
INTERNAL PUBLICATIONS**

- Newspaper requirements
- Use of color
- Help media keep current file photos
- Magazine requirements

OTHER MEDIA

- Comic books and cartoons
- Outdoor displays
- Corporate design
