

MARK221:

Public Relations Concepts

Table of Contents

Introduction to Public Relations	2
Origins of PR and Ethics & Professionalism	4
PR Theories	6
Strategic PR Planning & Management + Research and Evaluation	11
Media Relations + Internal Communication	15
Consumer PR + B2B PR.....	20

Introduction to Public Relations

PR

- represents and articulates the desire and interests of various publics to organisations
- helps smoother relations between organisations and society - encourages mutual adjustments
- provides information/education
- stimulates and organisation's social conscience
- seeks acceptance, cooperation and liking
- definition (Moloney, 2006):
 - a concept - communications management by an organisation with its publics
 - a practice - dealing with publics, stakeholders and the media
 - an effect on society - a category of persuasive communications done through the mass media or private lobbying by groups to advance their material/ideological interests

The Definition, Dimensions, and Domain of PR (Hutton, J 1999)

- definition: "managing strategic relationships"
- situational roles: persuader, advocate, educator, crusader, information provider, reputation manager
- primary functions performed: research, image making, reputation management, counselling, early warning, interpreting, communication, negotiating, informing, educating, issues/crisis management
- tactics/tools used: publicity, product placements, websites, publications, trade shows, corporate identity programmes, corporate advertising programmes, social media, etc.

Common Themes

- "distinctive management function"
- "managed communication"
- "mutually beneficial relationships"
- public view - "a means by which people are persuaded to think/behave in a certain way"
- academic view - PR in its wider social context
- practitioner view - about reputation - the result of what you do, what you say, and what others say about you

PR Components

- counselling
 - advice to management concerning policies, relationships and communication with its various publics
- research
 - determining attitudes/behaviours of publics to plan PR strategy
- media relations
 - work with media in seeking publicity or responding to their interest in the organisation
- publicity

- dissemination planned messages through selected media to further the organisation's interest
- employee/member relations
 - respond to concerns, informing and motivating employees or association/club members
- community relations
 - planned activity with a community to maintain an environment that benefits both the organisation and community
- public affairs
 - develop effective public policy and help an organisation adapt to public expectations
- government affairs
 - relating directly with legislature, and regulatory agencies on behalf of the organisation. lobbying can be a part of the government affairs program
- issues/crisis management
 - identifying and addressing issues of public concern that affect an organisation. managing crises to limit impact on an organisation and its reputation
- financial relations
 - aka investor relations/shareholder relations - creating and maintaining investor confidence and building good relationships with the financial community
- industry relations
 - relating to other firms in the industry and with trade associations
- image/reputation management
 - the understanding or influencing of an individual's or business' reputation
- special events
 - activities designed to interact with publics and listen to them
- development/fundraising
 - demonstrate need for and encouraging public support primarily through donations
- multicultural relations/workplace diversity
 - relating with individuals and groups in various cultural settings
- marketing PR
 - combination of activities designed to sell a product/service/dea. may include advertising, collateral materials, publicity, promotion, direct mail, trade shows and special events
- relationship management
 - establish relationships and identify mutual interests, values and benefits between an organisation and its key stakeholders

Cause-related PR

- gain media and public support through lobbying and publicity for causes
- sell ideas/causes, not products
- purpose = benefit society, not an organisation
- serves a broader public interest