

MODULE 6

ISSUES IN PUBLIC RELATION

PUBLIC RELATIONS CHALLENGES

- The increased need for effective strategies of crisis communication.
- Keeping up with the increasing avenues of interaction with stakeholders through the use of social media.
- Evolving global public relations communication practice.
- The changing organisational structure to meet these challenges.

TYPES OF ISSUES

- **Latent:** just being formulated.
- **Emerging:** starting to be written about, early adopter begin to be aware
- **Hot:** a full-blown issue in current debate
- **Fallout:** leftover remnants from the settlement of hot issues.





TARGET AUDIENCE MEANING

- Target audiences such as employees, neighbors, stockholders, members, donors and customers are a particular group who are aimed for.



CHARACTERISTICS OF TARGET AUDIENCES

- Distinguishable
- Homogeneous
- Important
- Large enough
- accessible



CATEGORIES OF TARGET AUDIENCE

- Customer
- Producer
- Enabler
- limiter

ELEMENTS OF DEFINING TARGET AUDIENCES

- Where they live
- What they read
- characteristics

SPECIAL INTEREST GROUP

- a group of people or an organization seeking or receiving special advantage typically through politically.
example : NGO, Trade Unions

Here people feel collectively and their views and votes can get the attention needed to favorably influence the situation.

TYPES OF SPECIAL INTEREST GROUPS

- Trade associations
- Agricultural groups
- Professional groups
- Labor union groups
- Religious groups

FUNCTIONS OF SPECIAL INTEREST GROUP

- Act as representative
- Imparts education
- Promotes welfare
- Provides a method of political participation
- Serves as government watchdog



APPROACHES OF PR WITH

- Personal meetings
- Printed information
- Public presentations

1) PERSONAL MEETING

Now a days individuals are also having option to schedule meetings virtually.

i.e., video conferences, teleconferences etc

ADVANTAGES

- 1) Easily accessible
- 2) Creates personal relationships
- 3) Personal touch

DISADVANTAGES

- 1) time consuming
- 2) Costly
- 3) Formalities
- 4) Difficult to control

2) PRINTED INFORMATION

Popular forms includes fact sheets, news letters, brochures, is etc

ADVANTAGES

- 1) Easily handled and carried away
- 2) Limited public input
- 3) Low cost
- 4) Documentation

DISADVANTAGES

- 1) Limited space to communicate
- 2) No guarantee that the materials will be read by target audience
- 3) Requires a literate audience
- 4) Should avoid sales look
- 5) Can be lost

3)PUBLIC PRESENTATION

- Public speaking is the process act of performing a presentation focused around an individual directly speaking to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them.

PRESENTATIONS TIPS FOR PUBLIC SPEAKING

- Body language
- Speak with conviction
- Do not read from notes for any extended period of time
- Maintain sincere eye contact with the audience
- Add humor whenever appropriate and possible
- Have hand-outs ready and give them out as appropriate

ADVANTAGES OF PUBLIC PRESENTATIONS

- Skill building
- Networking
- Building confidence

DISADVANTAGES OF PUBLIC PRESENTATION

Fear

Time sink

Lack of control

COMPROMISE

special interest groups work together in reaching compromise and solutions to numerous public policy concerns.

Compromise is a way of reaching agreement in which each person or group gives up something that is wanted in order to end an argument or dispute.

Importance Of Compromis

- Building strong relationship
- Quick settlement
- Culture of tolerance
- Breaking deadlocks

Issue Anticipation

- Issue management is an integral part of issue management practice.
- Issues management is an anticipatory, strategic management process that helps organizations detect and respond appropriately to emerging trends or changes in the socio political environment.

ISSUE ANTICIPATION ACTIVITIES

- Analyzing and interpreting public opinion, attitudes and issue that might impact the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions.
- researching, conducting and evaluating, on a continuing basis.
- Planning and implementing the organization's efforts to influence or change public policy.

SCENARIO TECHNIQUE

- The “scenario technique” is used for strategic planning and future research planning in order to determine future scenario.
- Scenario methods are used in the construction of different possible models of the future.

THREE DIFFERENT VIEWS OF SCENARIO METHODS

- FIRST VIEW – “The Future is Predictable
- SECOND VIEW – “The Future is Evaluated
- THIRD VIEW – “The Future is Malleable



PUBLIC SERVICE AS PREVENTIVE PUBLIC RELATIONS

Organisation Responsible for Preventive PR

- Social service agencies
- Health agencies
- Hospitals
- Religious organisations
- Welfare agencies
- Cultural organizations

THANK YOU