FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

PUBLIC RELATIONS

MODULE 1

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

What is Public Relation? (

- a management function.
- two-way communication.
- a planned activity.
- a research-based social science.
- socially responsible

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



MEANING

- Public Relation is a condition comm
every individual and organization in
human environment – whether or no
recognize or act upon the fact – that
to their reputation and relationship w
other members of the environment.

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

PROACTIVE AND REACTIVE APPROAC



What Is Proactive?

proactive is to step up and do some
solve a problem before it becomes to a

firstranker.com

Characteristics:

- Best use of circumstances.
- No limits are imposed.
- Freedom to determine their character.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Proactive



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



What Is Reactive?

Reacting to problems when th
occur instead of doing something
prevent them.

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Reactive



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Proactive Vs Reactive

Proactive



Reactive



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



Proactive Vs Reactive

- Proactive is when you make good ch
  prevent something from happening.

- Reactive is when you deal with the t
  that happened when you are not prep

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

PUBLIC RELATIONS PROCESS

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

FOUR - STEP PROCESS OF PUBLIC RELATIONS

RACE / ROPE

4 Steps Are:

1. Research
2. Action Plan / Objectives / Program Plann
3. Communication Tactics / Implementing F
4. Evaluation

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Dynamic Model



firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

4-Step Process of Public Relations

- **Step 1: Research**

What -- Three key elements:

1. Client or organization
2. Problem or potential problem & opportunities to do public relatio
3. Audiences or publics

How – Informal and Formal Research Methods

firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



Step 2. : Objectives / Program Plann

Develop a Strategy that involves:

1. Identifying goals and objectives

2. Identifying target audience(s) or pub

3. Creating a theme for the program/ca

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Step 3. Develop & Implement Communication Tactics

Develop and Implement

1. Tactics for communicating

2. Time line for the program/campaign

3. Budget

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Step 4. Evaluation During & After Campaign / Program



- Identify research methods to be used evaluate the success of the program/campaign during & after.

- Determine a way to measure whether campaign achieved its objectives.

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



ASSIGNMENT 1:

- Explain the PR Campaign using step Process
- Case : **Eastman Kodak Company**

  1994 Campaign
- **Title of Campaign:**
- **Project WINGS –Imaging Back in**

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



THE BEHAVIORAL PUBLIC RELATIONS MODEL

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



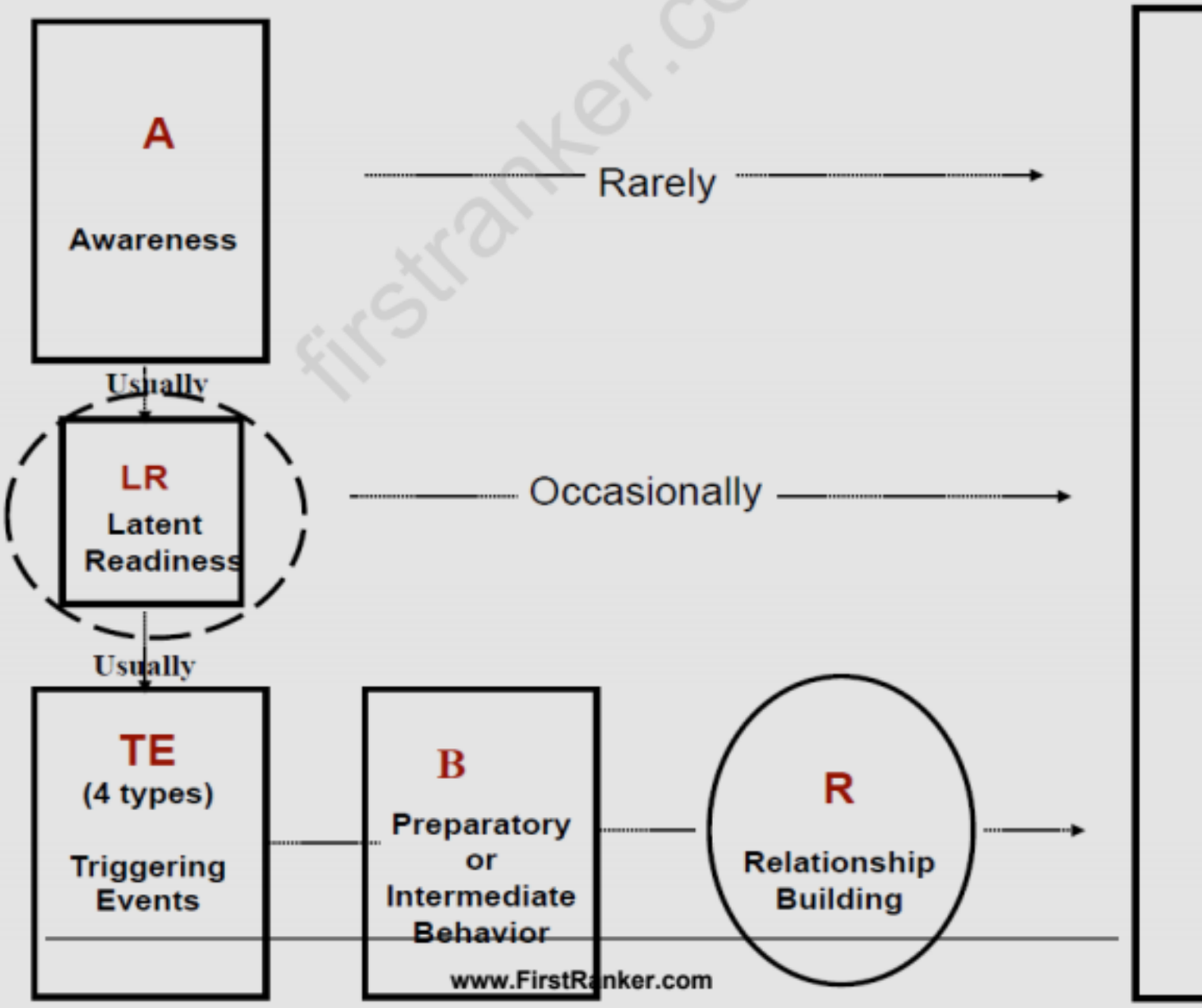
Introduction to the model

- The behavioral PR model analyzes w
  leads individuals or companies to a s
  behavior, referred to as the ultimate
  behavior.
- First posited by Pat Jackson

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Behavioral Public Relations Model



firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- ***1. Building awareness*** -- This first s
perhaps the most obvious. For ideas
spread, you have to share them with
This is exactly what Jackson's first st
entails. Whether information about a
or idea is spread through the mass m
by word of mouth, the information n
be available for public consumption.

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- ***2. Developing a latent readiness*** -- Once th information has reached the public, people form opinions on the issue. Different peopl reach different opinions of differing streng based on their personalities, values, and pri beliefs. Those with stronger opinions in fav the idea fully reach the stage of **latent read** meaning that they are potentially ready to a their opinion.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **3. *Triggering event*** -- This is an event
occurrence that is likely to move those
latent readiness to action. The event co
something natural and/or unplanned by
public relations team (e.g., a hurricane
outbreak, a terrorist attack, etc.), or it c
something created by PR representativ
specifically to encourage those people
predisposed to action to finally take st
toward the desired behavior (e.g., weig
challenge, fundraising drive, contest, s
event, etc.).

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



4 Intermediate behaviors -- These are the 'litt
that people take when they are considering the
behavioral change. These steps could include i
calls, taking brochures, signing up for free trial
etc. Although these little steps are not the ultim
behavioral goal PR executives hope the public
reach, they are important to note. Keeping trac
intermediate behaviors will help to determine h
message has been received by the public and h
people are on the cusp of taking the ultimately
action.

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- ***5. Behavior change*** -- After demonstrating th
  intermediate behaviors, hopefully some (if no
  will be persuaded to make the ultimate behav
  change. As mentioned earlier, this is the real
  the public relations message. Whether it is bu
  product, investing money, changing health-re
  behaviors, or taking some other specific actio
  behavior changes are measurable outputs of p
  relations and the ultimate success of the proc

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

SIMPLIFIED EXAMPLE OF JACKSON'S

- Akshay sees a commercial on televi new car model
- Akshay thinks car looks nice, he is impressed with the cars specificatio
- A local car dealership is having a la event that includes the model Aksh
- Akshay goes to the sales event and to the sale person and takes a test
- Akshay likes the car and decided to

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

PEERSUASION MODEL

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Persuading people to change thei
  behaviour is difficult for many rea
- The persuasion model is successf
  model for persuading those who
  hostile to an idea and who are re
  for the success of a program.
- First developed by Kerry Tucker.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



THE MODEL INVOLVES 4 ST

- Creating "dissatisfaction with the quo"
- Offering the program as a viable to the status quo
- Presenting benefits of adopting th idea and consequences of rejecti
- Modeling the desired behavior

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

TWO WAY SYMMETRIC COMMUNICATION MO

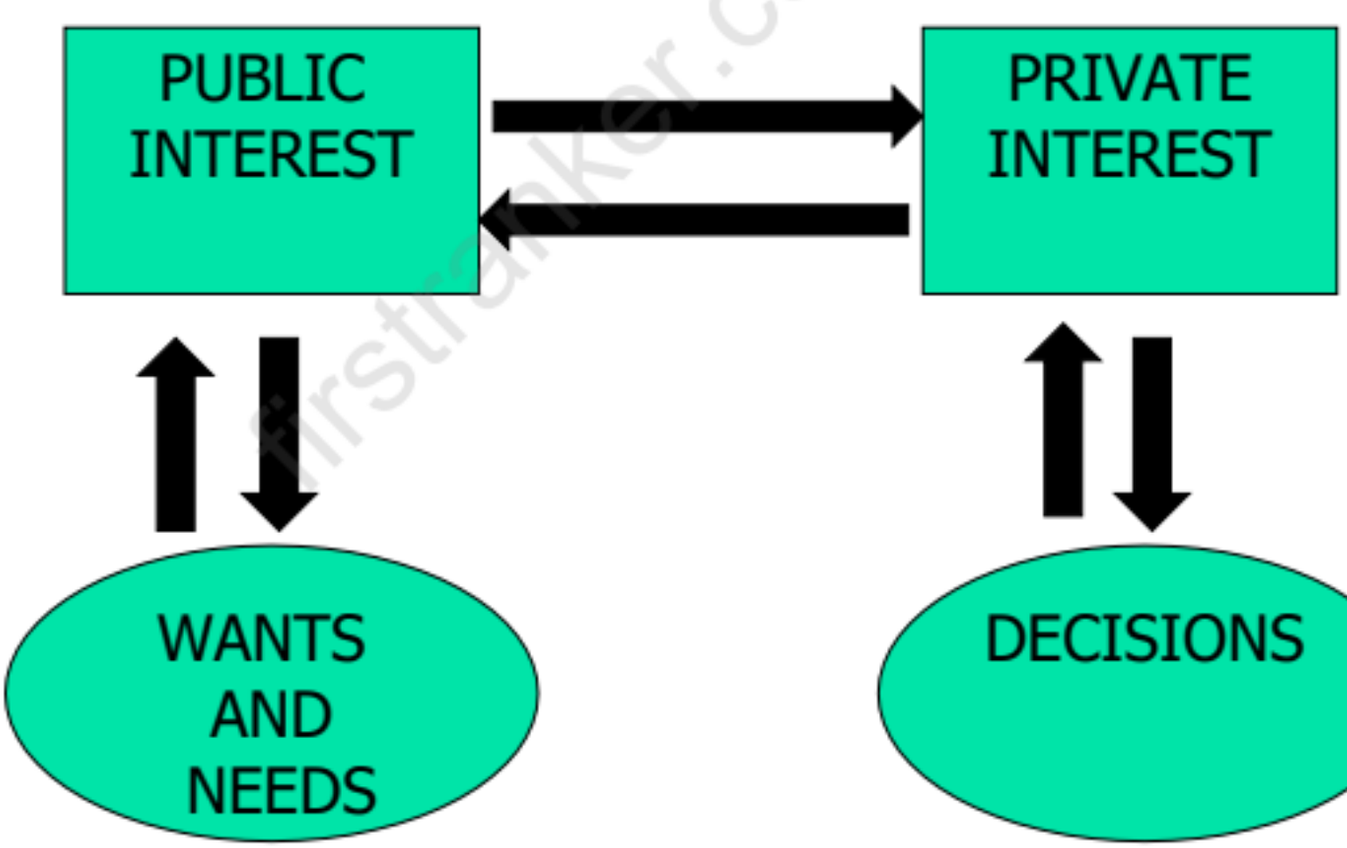
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- Two way symmetrical communication h
roots in first understanding the wants and
of the subject and public and then shapin
organizations decisions and actions to me
need.
- The concept is close to what Edward L B
called the " merging of public and private
interest"
- The idea was to use good research to dete
which prosocial actions would lead to the
of public and private interests.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- **Purpose:** **Mutual Understandin**
- **Communications:** **2-Way, Balanced Effo**
- **Model:** **Group** **Group** **Feedl**
- **Research:** **Formative: Evaluate Understanding**
- **Example:**
- **Used Today:** **Regulated Businesses, Agencies, Associations**
- **Percent:** **20%**

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



WHEN COMMUNICATIO IS NOT ENOUGH?

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Communication alone does not g
organization where it needs to g

- A FINAL THEORY, BEYOND COMMUNICATION, involves alter
way society thinks and acts in or
achieve the level of change need
satisfy an organizational goals.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- First step : Affect Mores.
- Second step : Enacting Law
- Final step : Engineered solution.

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

20 GREAT TRUTHS OF PUBLIC RELATIONS

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- The long-term security of the organization is far more importan the short-term expediency.
- Perception is reality, facts notwithstanding.
- Unfulfilled expectations create mo problems

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Planning and preparation are invaluabl
  When disaster strikes, it's too late to pr
  crisis plan or build a legacy of trust.
- The value of research is inestimable.
  - Every planned PR program should start a
    with research.
  - Every PR plan should evolve from resear
  - Research should be conducted every step
    program.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- PR needs to always play its position other departments play theirs.
- Communication must always follow performance.
- PR frequently turns on timing. Know when to act is as important as knowi to do.

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- If your client, product or organization
  challenged:
  - Don't ignore the challenge.
  - If the challenge is unfair, fight back as ha
    can.
  - If the challenge has merit, fight for corre
    actions.
- The media/PR relationship will never b
  than "professional." There are no favo
  free lunches.

firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Ad hoc pressure groups won't giv
  go away. You have to deal with t
  they will consume you in the mec
- PR has to be involved from the
  beginning to have maximum impa
- Full and complete disclosure and
  communication is the best way to
  from getting greedy when entrust
  with the public's money.

firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Doing the right thing is more impor
than doing the "thing right." There
such thing as "corporate" ethics. P
are either ethical or they aren't, an
people determine the ethics of the
organization.
- If you have to say something, the t
always best.
- Appeals to self-interest are seldom
unrewarded.

firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



- Involvement in the planning stage provides "ownership" and suppor
- If top management is not sold, th project will never succeed.
- Absent trustworthy information, p assume the worst. Rumors thrive vacuum of no information.
- Most negatives can become posit with a little creative effort and a l hard work.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Assignment No. 01

Short Answer Questions

1. What do you mean by Public Relations
2. Differentiate between proactive and reactive appr

PR.

Ten Marks Questions:

1. Explain in detail about the public relations process
2. Explain briefly the behavioral public relations mod
3. Explain briefly two way symmetrical communicatio

persuasion model.

4. Explain briefly 'When communication is not enoug
5. List 20 great truths of public relations.

Submission Date : 20th April, 2017

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



Answer for short questions:

1. "deliberate, planned and sustained effort to estab
and maintain mutual understanding
between on organization and its publics."
2. Some companies allow the situation, media, gene
public,
government agencies etc to make opinions and ther
react to them, such approach is
reactive one. It is also known as fire fighting approach. A well designed and planned
manner of PR programs is known as proactive appro

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

THANK YOU

www.FirstRanker.com