

# **PUBLIC RELATIONS**

## **MODULE 1**



# What is Public Relation? (1)

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



# MEANING

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- Public Relation is a condition common to every individual and organization in the human environment – whether or not they recognize or act upon the fact – that it affects their reputation and relationship with other members of the environment.

## PROACTIVE AND REACTIVE APPROACH



### What Is Proactive?

proactive is to step up and do something to solve a problem before it becomes too big to handle.

### Characteristics:

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

# Proactive



"Nice job Karlie and Nikiian lots of good"



## ■ What Is Reactive?

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

# Reactive



I hate feeling  
like this. I don't  
like being like  
myself.

# Proactive Vs Reactive

## Proactive



## Reactive

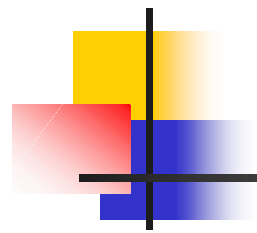




# Proactive Vs Reactive

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- Proactive is when you make good choices to prevent something from happening.
- Reactive is when you deal with the consequences of something that happened when you are not prepared.



# PUBLIC RELATIONS PROCESS



# **FOUR - STEP PROCESS OF PUBLIC RELATIONS**

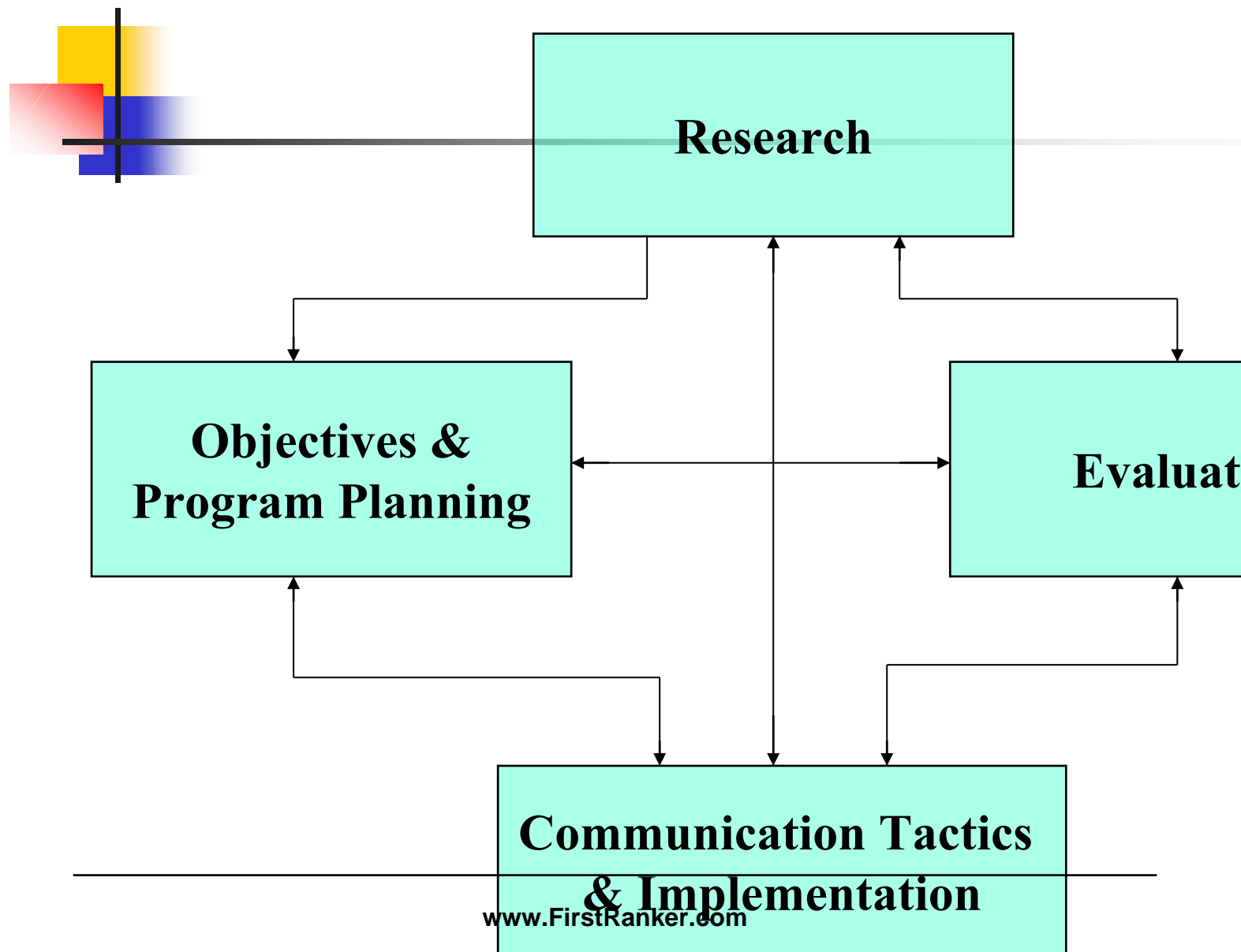
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## **RACE / ROPE**

4 Steps Are:

1. Research
  2. Action Plan / Objectives / Program Planning
  3. Communication Tactics / Implementing Program
  4. Evaluation
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## Dynamic Model





## 4-Step Process of Public Relations

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### ■ Step 1: Research

What -- Three key elements:

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

How – Informal and Formal

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Research Methods



## Step 2. : Objectives / Program Plann

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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



## Step 3. Develop & Implement Communication Tactics

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Develop and Implement

1. Tactics for communicating
2. Time line for the program/campaign
3. Budget



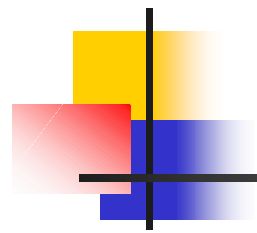
## Step 4.      Evaluation During & After Campaign / Program

- 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.



## ASSIGNMENT 1:

- Explain the PR Campaign using step Process
- **Case : Eastman Kodak Company  
1994 Campaign**
- **Title of Campaign:**
- **Project WINGS –Imaging Back in**



# THE BEHAVIORAL PUBLIC RELATIONS MODEL

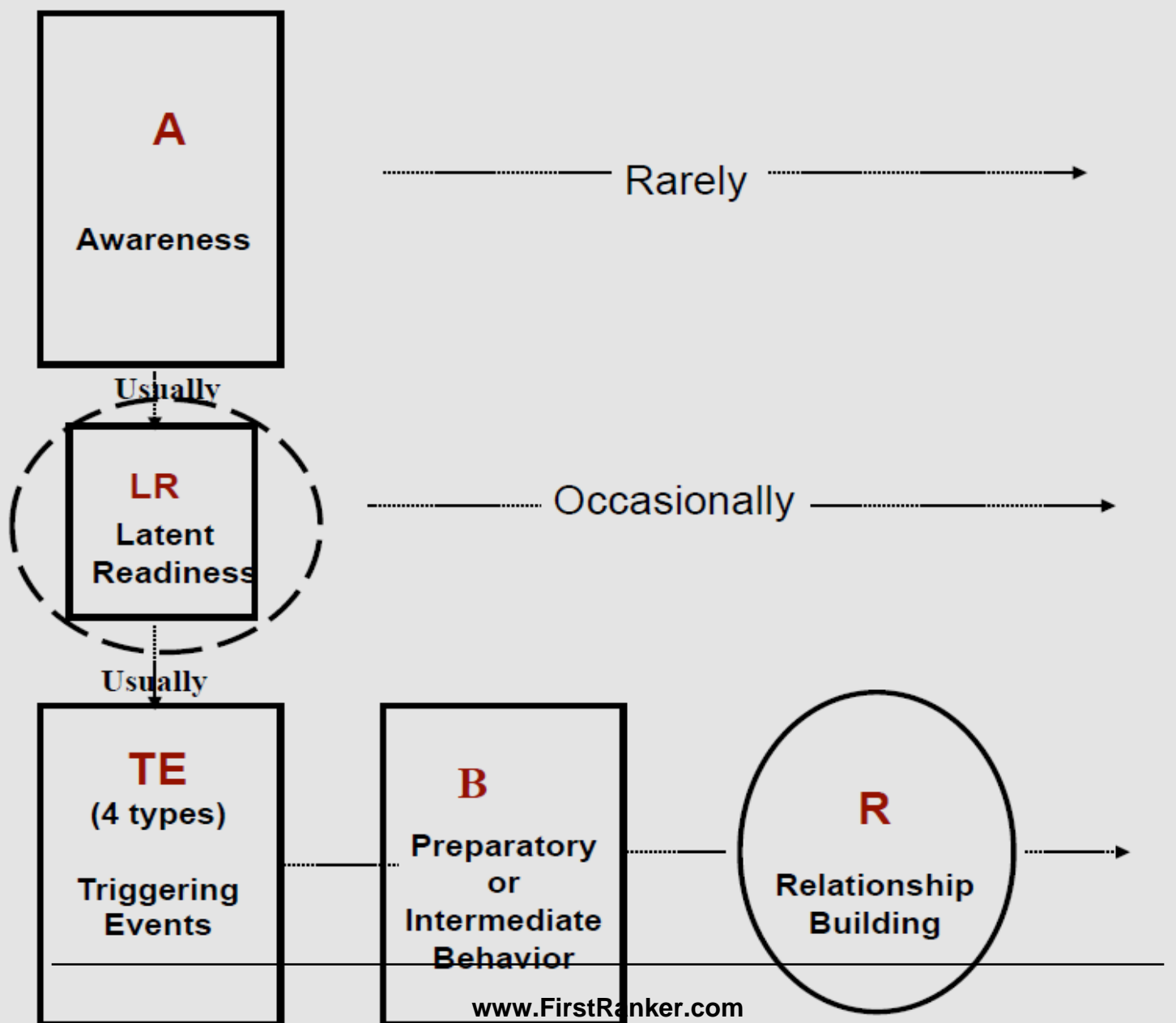


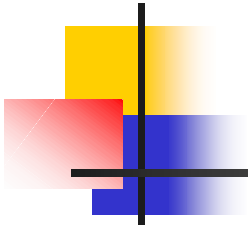
# Introduction to the model

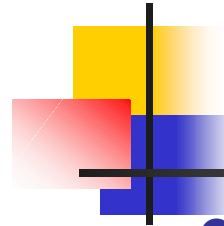
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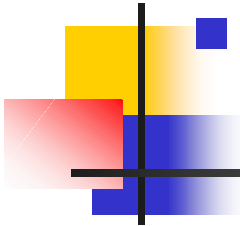
- The behavioral PR model analyzes what leads individuals or companies to a specific behavior, referred to as the ultimate behavior.
- First posited by **Pat Jackson**


## Behavioral Public Relations Model



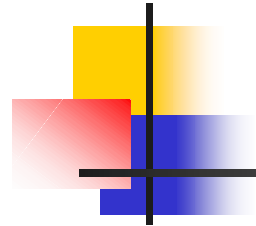
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- *1. Building awareness* -- This first step is perhaps the most obvious. For ideas to spread, you have to share them with others. This is exactly what Jackson's first step entails. Whether information about a product or idea is spread through the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

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

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



***.4 Intermediate behaviors*** -- These are the 'little' steps that people take when they are considering the behavioral change. These steps could include making phone calls, taking brochures, signing up for free trials, etc. Although these little steps are not the ultimate behavioral goal PR executives hope the public will reach, they are important to note. Keeping track of intermediate behaviors will help to determine how much message has been received by the public and how close people are on the cusp of taking the ultimately desired action.

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- **5. *Behavior change*** -- After demonstrating the intermediate behaviors, hopefully some (if not all) will be persuaded to make the ultimate behavior change. As mentioned earlier, this is the real message of the public relations message. Whether it is buying a product, investing money, changing health-related behaviors, or taking some other specific action, behavior changes are measurable outputs of public relations and the ultimate success of the process.



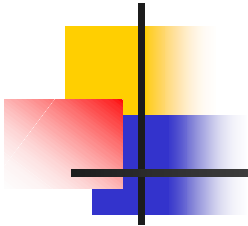
# SIMPLIFIED EXAMPLE OF JACKSON'S

- Akshay sees a commercial on television about a new car model
- Akshay thinks car looks nice, he is impressed with the car's specifications
- A local car dealership is having a launch event that includes the model Akshay is interested in
- Akshay goes to the sales event and talks to the sales person and takes a test drive
- Akshay likes the car and decided to buy it



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# PEERSUASION MODEL

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- Persuading people to change their behaviour is difficult for many reasons.
  - The persuasion model is successful model for persuading those who are hostile to an idea and who are resistant for the success of a program.
  - First developed by **Kerry Tucker**.




## THE MODEL INVOLVES 4 ST

- Creating “dissatisfaction with the quo”
- Offering the program as a viable to the status quo
- Presenting benefits of adopting the idea and consequences of rejection
- Modeling the desired behavior



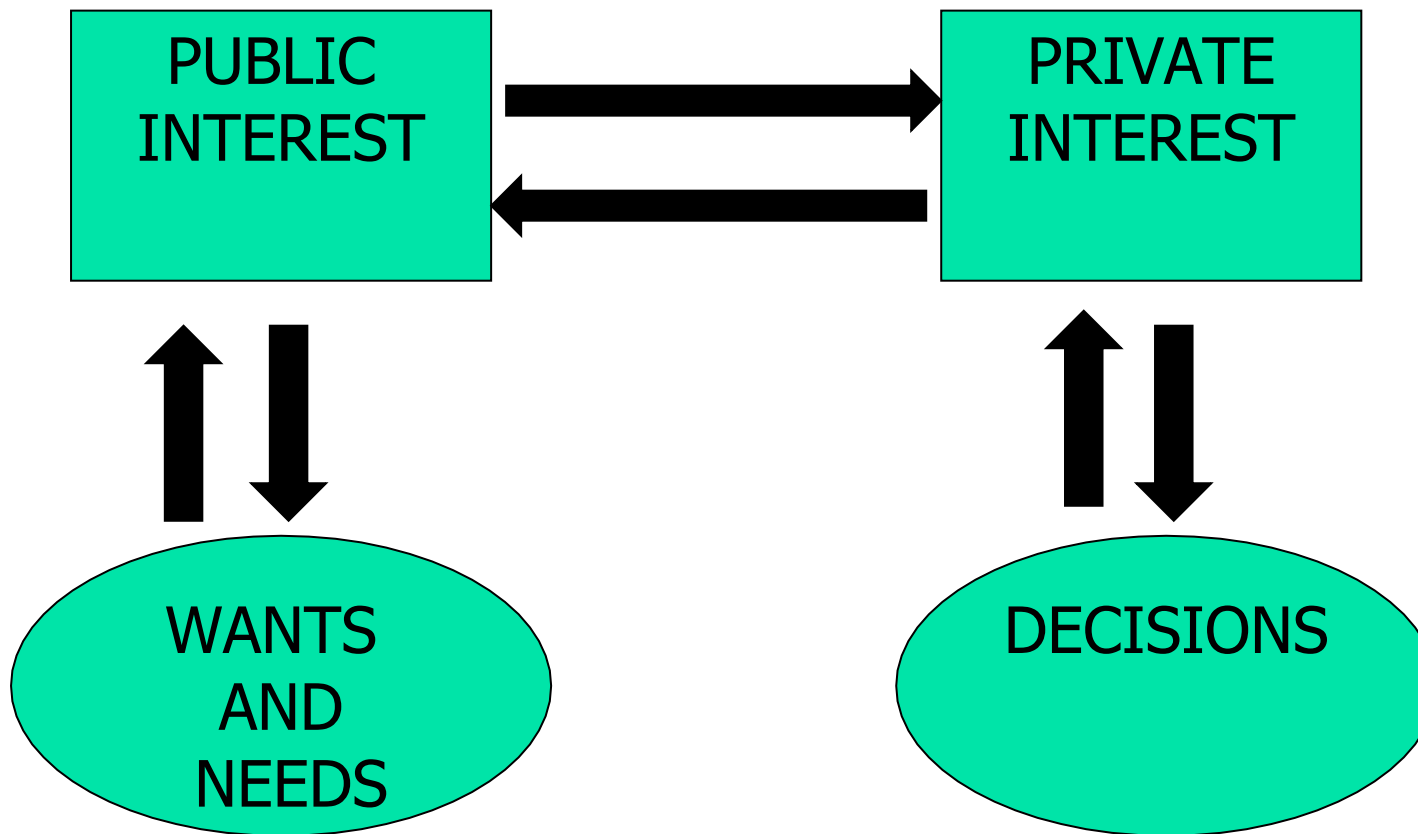
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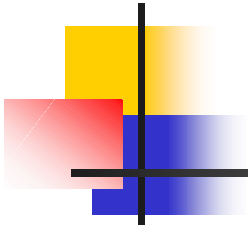
# TWO WAY SYMMETRIC COMMUNICATION MODEL



Two way symmetrical communication has its roots in first understanding the wants and needs of the subject and public and then shaping organizations decisions and actions to meet that need.

- The concept is close to what Edward L. Bernays called the “merging of public and private interest”
- The idea was to use good research to determine which prosocial actions would lead to the harmonization of public and private interests.

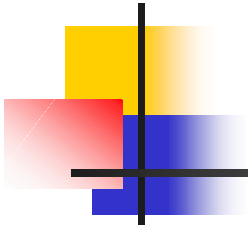


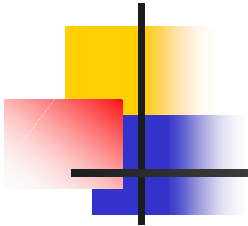
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- **Purpose:** **Mutual Understanding**
  - **Communications:** **2-Way, Balanced Effort**
  - **Model:** **Group                      Group                      Feedback**
  - **Research:** **Formative: Evaluate Understanding**
  - **Example:**
 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



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# WHEN COMMUNICATION IS NOT ENOUGH?

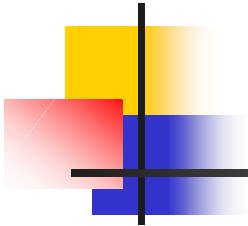
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- Communication alone does not go to the heart of an organization where it needs to go.
  - **A FINAL THEORY, BEYOND COMMUNICATION**, involves altering the way society thinks and acts in order to achieve the level of change needed to satisfy an organizational goals.

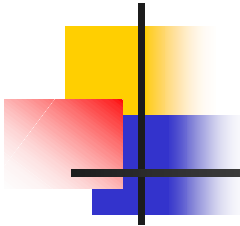
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- First step : Affect Moors.
  - Second step : Enacting Law
  - Final step : Engineered solution.

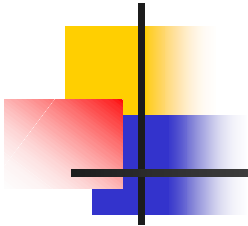


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# 20 GREAT TRUTHS OF PUBLIC RELATIONS

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

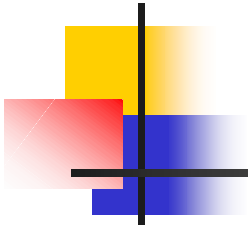
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- Planning and preparation are invaluable. When disaster strikes, it's too late to prepare a crisis plan or build a legacy of trust.
  - The value of research is inestimable.
    - Every planned PR program should start with research.
    - Every PR plan should evolve from research.
    - Research should be conducted every step of the program.
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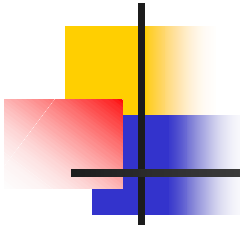
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- PR needs to always play its position other departments play theirs.
  - Communication must always follow performance.
  - PR frequently turns on timing. Knowing when to act is as important as knowing what to do.

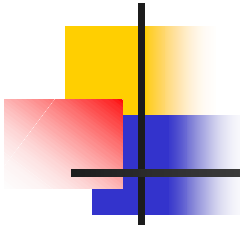


If your client, product or organization is challenged:

- Don't ignore the challenge.
- If the challenge is unfair, fight back as hard as you can.
- If the challenge has merit, fight for corrective actions.
- The media/PR relationship will never be more than “professional.” There are no free lunches.

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- Ad hoc pressure groups won't give up and go away. You have to deal with them because they will consume you in the media.
  - PR has to be involved from the beginning to have maximum impact.
  - Full and complete disclosure and communication is the best way to avoid getting greedy when entrusted with the public's money.

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- Doing the right thing is more important than doing the "thing right." There is no such thing as "corporate" ethics. People are either ethical or they aren't, and people determine the ethics of the organization.
  - If you have to say something, the truth is always best.
  - Appeals to self-interest are seldom rewarded.

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- Involvement in the planning stage provides “ownership” and support
  - If top management is not sold, the project will never succeed.
  - Absent trustworthy information, people assume the worst. Rumors thrive in a vacuum of no information.
  - Most negatives can become positives with a little creative effort and a lot of hard work.



# Assignment No. 01

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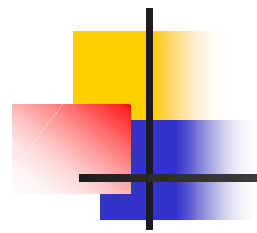
## **Short Answer Questions**

1. What do you mean by Public Relations
2. Differentiate between proactive and reactive approach to PR.

## **Ten Marks Questions:**

1. Explain in detail about the public relations process.
2. Explain briefly the behavioral public relations model.
3. Explain briefly two way symmetrical communication model and persuasion model.
4. Explain briefly 'When communication is not enough'.
5. List 20 great truths of public relations.

**Submission Date : 20<sup>th</sup> April, 2017**



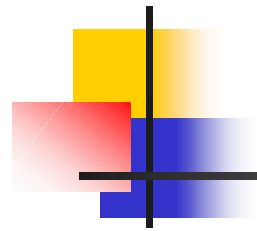
## **Answer for short questions:**

1. "deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics."

2. Some companies allow the situation, media, general public,

government agencies etc to make opinions and then 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 approach.**



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# THANK YOU