



Public Relations (PR)



PR Definition

**“Public relations is a
strategic communication process
that builds mutually beneficial
relationships between organizations
and their publics.”**

PRSA (Public Relations Society of America)



GOOD Examples

- ▶ PR
- ▶ Event
- ▶ Buzz

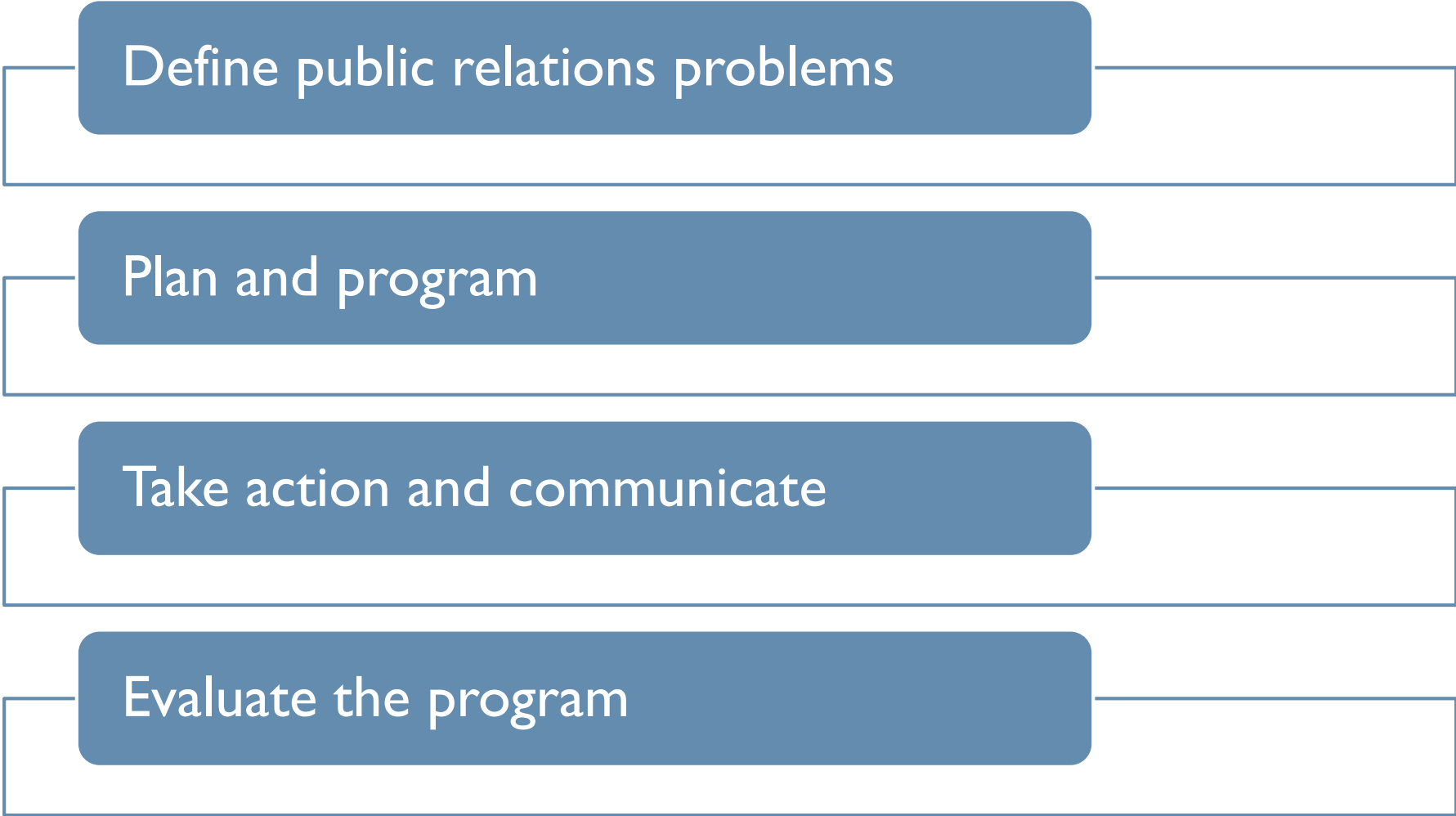


Sales Promo Game

- ▶ Use your electrical device.
- ▶ Search “kahoot”: <https://kahoot.it/#/>
- ▶ Enter pin
- ▶ You have 10 sec for all five questions
- ▶ Enjoy!



Steps to Develop a PR Plan



Define public relations problems

The diagram consists of four horizontal rows. Each row features a blue rounded rectangle on the left containing a step name, and a white rectangle on the right. A thin blue line connects the two shapes in each row. The steps are: 1. Define public relations problems, 2. Plan and program, 3. Take action and communicate, and 4. Evaluate the program. A small blue triangle points to the right at the bottom left of the slide.

Plan and program

Take action and communicate

Evaluate the program

**How do you know if
the PR plan is good
or not???**



Evaluating Public Relations Plans (1 / 2)

1. Does the plan reflect a thorough understanding of the company's business situation?
2. Has the PR program made good use of research and background sources?
3. Does the plan include full analysis of recent editorial coverage?
4. Do the PR people fully understand the product's strengths and weaknesses?
5. Does the PR program describe several cogent, relevant conclusions from the research?



Evaluating Public Relations Plans (2/2)

6. Are the program objectives specific and measurable?
7. Does the program clearly describe what the PR activity will be and how it will benefit the company?
8. Does the program describe how its results will be measured?
9. Do the research, objectives, activities, and evaluations tie together?
10. Has the PR department communicated with marketing throughout the development of the program?



Public Relations Tools

- Press releases
- Press conferences
- Exclusives
- Interviews
- Community involvement
- The internet



Example of a Press Release



FOR IMMEDIATE RELEASE

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XM USHERS IN NEXT GENERATION OF RADIO WITH 71 GREAT SONGS

Washington, D.C., September 25, 2001 -XM Satellite Radio ushered in the next generation of radio with 71 great songs representing the spirit and passion of each of its music channels.

"Twenty years ago MTV launched its service with one song, 'Video Killed the Radio Star' by the Buggles. Today's, launch of XM Radio with 71 great songs from modern Rock to Classical, Blues to Hip Hop, Heavy Metal to Country shows that radio is very much alive and well with each of our channels a celebration of the music and the artists they are dedicated to serve."

Tuesday, September 25, 2001 is not only the launch date of XM but is also the birthday for 71 great XM music channels. Thus, each disc jockey and music director was tasked with identifying that one song that summarized the spirit and passion of their respective channel. The list is as follows:

<u>Channel</u>	<u>Song</u>	<u>Artist</u>
40s	Sunny Side of the Street	Tommy Dorsey
50s	Rock Around the Clock	Bill Haley
60s	Revolution	Beatles
70s	Space Oddity	David Bowie
80s	Radio GAGA	Queen
90s	O.P.P.	Naughty By Nature
America	God Bless the U.S.A.	Lee Greenwood
WSIX XM	It's A Great Day to Be Alive	Travis Tritt
X Country	I'm Country	Trent Summar
Hank's Place	Honky Tonkin'	Hank Williams
Bluegrass Junction	Steam Powered Aeroplane	John Hartford
Highway 15	Only In America	Brooks & Dunn
20 on 20	I'm Real	Jennifer Lopez
KISS XM	Drive	Incubus
MIX XM	Follow Me	Uncle Kracker
Heart	Power of Love	Celine Dion
LITE XM	Against All Odds	Collins/Carey
MTV Radio	Music	Madonna

continues ...

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Group Exercise:

**Imagine you and your team work in
the PR department. Your task is in
the following slide. Solve the
challenge with your
Public Relations plan**



Challenge 1

- **Imagine you work for BOT in Corporate Communications. BOT seeks to issue a policy that benefit the country. However, the policy is not a perfect cure to the economics.**
- **BOT would like to gain trust and support especially from the influential and general public.**
 - **What would you do?**

Challenge 2

- You are launching a new mobile phone brand (name your brand too). The market is very much cluttered. Your boss told you that this launch must be the talk of the town.
- Plan a press conference and come up with a WOW plan that would really make your new launch become the talk of the town!
- What would you do?

Challenge 3

- **You are the new dean of Thammasat Business School (TBS). CU just celebrated their 100 year anniversary on the past Sunday. You know that many students chose CU as their top choice due to CU brand and location. You would like to build TBS reputation in order to attract top students.**
- **What would you do?**

Challenge 4

- Your boss called you at the middle of the night! You work for an airlines as a Corporate Communications director. The unexpected news was that the plane just crashed. The news is not confirmed, but seems that all 325 passengers and air crew would not survive.
- What would you do in order to take the key competitor's market share?

Challenge 5

- You own a chained bakery sold in leading department store.
- You were shocked when you found that a consumer posted a picture of your bakery with a rat on the bakery shelf! This online negative wom spreads very quickly!
- What would you do?

How to measure PR?



Criteria for Measuring PR Effectiveness

- **Total number of impressions ...**
 - Over time
 - On the target audience
 - On specific target audiences
- **Percentage of ...**
 - Positive articles over time
 - Negative articles over time
- **Ratio of positive to negative articles**
- **Percentage of positive and negative articles by ...**
 - Subject
 - Publication
 - Reporter
 - Target audience







Appendix



Public Relations (PR)

- ▶ Evaluates public attitudes
- ▶ Identifies the policies and procedures of an organization with the public interest
- ▶ Executes a program of action to earn public understanding and acceptance



PR as a management function

- ▶ Anticipating, analyzing and interpreting **public opinion**, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- ▶ **Counseling management** at all levels in the organization with regard to **policy decisions**, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- ▶ Researching, conducting and evaluating, on a continuing basis, **programs** of action and communication to **achieve the informed public understanding** necessary to the **success of an organization's aims**. These may include marketing; financial; fund raising; employee, community or government relations; and other programs.
- ▶ Planning and implementing the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above.

Source: PRSA (Public Relations Society of America)



Role of PR

Traditional role

- Maintain mutually beneficial relationships between the organization and its publics
- Act as a management communications function

New role

- Work together with the marketing department
- Contribute to the IMC process in a way that is consistent with marketing goals



Marketing Public Relations (MPR)

- ▶ Public relations activities designed to support marketing objectives
- ▶ Functions
 - ▶ Building marketplace excitement before media advertising breaks
 - ▶ Improving ROI
 - ▶ Creating advertising news where there is no product news
 - ▶ Introducing a product with little or no advertising



Marketing Public Relations (MPR)

- ▶ Providing a value-added customer service
- ▶ Building brand-to-customer bonds
- ▶ Influencing the influentials
- ▶ Defending products at risk and giving consumers a reason to buy



Figure 17.2 - Advantages and Disadvantages of MPRs

<i>Advantages</i>
■ It is a cost-effective way to reach the market. ■ It is a highly targeted way to conduct public relations. ■ It benefits from the endorsement of independent and objective third parties who have no association with the product. ■ It achieves credibility. ■ It supports advertising programs by making messages more credible. ■ It breaks through the clutter. ■ It circumvents consumer resistance to sales efforts. ■ There can be improved media involvement among consumers. ■ It can create influence among opinion leaders and trendsetters. ■ It can improve ROI.
<i>Disadvantages</i>
■ There is a lack of control over the media. ■ It is difficult to tie in slogans and other advertising devices. ■ Media time and space are not guaranteed. ■ There are no standard effectiveness measures.

Determining and Evaluating Public Attitudes

▶ Reasons

- ▶ Provides input into the planning process
- ▶ Serves as an early warning system
- ▶ Secures support internally
- ▶ Increases the effectiveness of the communication



Types of Target Audiences

Internal audiences

- People who are connected to a firm with whom the firm communicates on a routine basis
 - Employees
 - Stockholders
 - Investors
 - Members of the local community
 - Suppliers
 - Current customers

External audiences

- People who are not closely connected with the organization
 - Media
 - Educators
 - Civic and business organizations
 - Governments
 - Financial groups