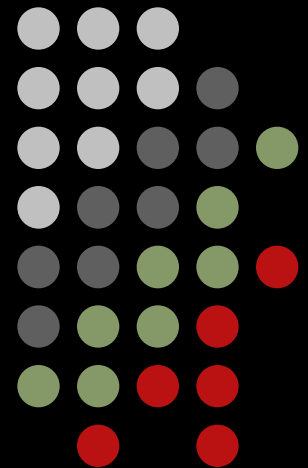


# Pertemuan ke-5

# PUBLIC RELATIONS

Public Relations Campaigns  
Introduction



# What is public relations?



- An organization's reputation, profitability, and even its continued existence can depend upon the degree to which its "targeted" publics support its goals and policies

# What is public relations?



- Public relations involves the complete analysis and understanding of all the factors that influence people's attitudes toward an organization

# What is public relations?



- Public relations is the management of communication between an organization and its publics
  - Grunig & *Hunt-Managing Public Relations*

# Key elements of PR definitions



- Deliberate-intentional
  - designed to influence, gain understanding, provide information, and obtain *feedback* (reaction from those affected by an activity)
- Planned-organized
  - Solutions to problems are discovered and logistics are thought out, with the activity taking place during a period of time

# Key elements of PR definitions



- Performance-based on actual policies and performance
  - No amount of PR will generate good will and support if the organization is unresponsive to its publics' concerns
- Public interest-PR activities should be mutually beneficial to the organization and its publics
  - Aligning self-interest with the public interest

# Key elements of PR definitions



- Two-way communication-PR is more than just one-way dissemination of informational materials
  - Equally important to solicit feedback
- Management function-PR is most effective when an integral part of top management decision-making
  - Involves counseling and problem solving at high levels

# Components of Public Relations



- Media relations
  - Working with mass and specialized media in seeking publicity or responding to their interests in the organization
    - Draft press releases and contact media people who might print or broadcast their material
    - Many radio and TV reports, newspaper stories, and magazine articles start at the desks of PR people
    - Sometimes the subject is about an organization's policies toward employees or the community—often the subject is a public issue (health, energy, or the environment) and what the organization does to advance that issue



# Components of Public Relations



- Publicity
  - Disseminating planned messages through selected media to further the organization's interests

# Components of Public Relations



- Member relations
  - Responding to concerns, informing, and motivating an organization's members

# Components of Public Relations



- Development/fund raising
  - Demonstrating the need for and encouraging the public to support an organization, primarily through financial contributions

# Components of Public Relations



- Special events
  - Stimulating an interest in a person, product, or organization by means of a focused “happening”
  - Activities designed to interact with publics and listen to them

# Components of Public Relations



- Marketing communications
  - Combination of activities designed to sell a product, service, or idea, including advertising, collateral materials, publicity, promotion, direct mail, and special events
  - An “integrated approach” is used quite frequently today

# Toward an Integrated Approach



- Well-defined differences exist among the fields of advertising, marketing, and PR
- Growing realization that an organization's goals and objectives are best accomplished through an integrated approach
- Realization has given rise to terms such as *integrated marketing communications*, *convergent communications*, and *integrated communications*

# Explaining Integrated Marketing Communications



- “A concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines—e.g., General Advertising, Direct Response, Sales Promotion, and Public Relations—and combines these disciplines to provide clarity, consistency, and maximum communication impact.”

*Integrated Marketing Communication*

Don Schulz, Stanley Tannenbaum, and Robert Lauterborn



# Five Essential Abilities

- Those responsible for creating effective PR campaigns should develop knowledge and ability in five basic areas:
  - Writing skill
  - Research ability
  - Planning expertise
  - Problem-solving ability
  - Business/economics competence



# Five Essential Abilities



- Writing skill
  - Ability to put information and ideas onto paper clearly and concisely is critical
  - Good grammar and good spelling are vital

# Five Essential Abilities



- Research ability
  - Arguments for causes must have factual support instead of generalities
  - Must have persistence and ability to gather information from a variety of sources, as well as to conduct original research by designing opinion polls or audits
  - Too many PR programs fail because audience wants, interests, and needs are not assessed
  - Skillful use of the Internet and computer databases is an important element of research work

# Five Essential Abilities



- Planning expertise
  - PR programs involve a number of communication tools and activities that must be carefully planned and coordinated
  - Need to be a good planner to make certain materials are distributed in a timely manner, events occur without problems, and budgets are not excessive
  - PR people must be highly organized, detail-oriented, and able to see the big picture

# Five Essential Abilities



- Problem-solving ability
  - Innovative ideas and fresh approaches are needed to solve complex problems or to make a PR program unique and memorable
  - Solve problems creatively

# Five Essential Abilities



- Business/economics competence
  - Be a business person first and a communicator second
  - If you don't understand the business, you can't make a direct link between business goals and what you're doing

# The Value of Public Relations



- “Today, more than ever, the world needs not more information but sensitive communicators and facilitators who can explain the goals and aspirations of individuals, organizations, and governments to others in a socially responsible manner.”

*Public Relations Strategies and Tactics*

Dr. Dennis L. Wilcox

# Public relations campaigns



- Definition: A public relations campaign is a series of activities and communication materials that happen during an extended period of time with the intention of bringing about a particular result

# Public relations campaigns



- Purpose: To communicate specific messages to and to develop relationships with target publics in order to achieve a specific behavior



# Public relations campaigns



- PR professionals design campaigns to build relationships that will help their organization achieve its goals
- Every organization has goals-to achieve them, the organization must be able to get the cooperation of *inside* publics (e.g., peers, teachers, administrators, school boards) and *outside* publics (e.g., parents, the community, the media)

# Public relations campaigns



- PR campaigns seek to influence a public's behavior in a variety of ways:
  - Get people to do something
  - Get people to do what they are doing differently
  - Get people to stop what they are doing
  - Keep people from doing something
  - Get people to continue to do what they are doing

# Public relations campaigns



- It's not unusual for one campaign to try to influence a variety of publics' behavior in several or all of the aforementioned ways
- For example, the campaign might be designed to get some publics to do something, some to keep doing what they are doing, and others to stop doing what they are doing

# Public Relations as a Process



- PR is a series of actions, changes, or functions that bring about a result
- One popular way to describe the process, and remember its components – R-A-C-E
  - Research (used as the basis for planning)
  - Action (the “strategic” plan)
  - Communication (implementation of the plan)
  - Evaluation (using research once again)

# Public Relations as a Process



- *Research.* What is the problem or situation?
- *Action (program planning).* What is going to be done about it?
- *Communication (execution).* How will the public be told?
- *Evaluation.* Was the audience reached and what was the effect?

# Public Relations as a Process



- Research
  - The process of gathering information
  - The most important part of the campaign
    - If the research is not done, or if it is done poorly, the effectiveness of the campaign will be affected

# Public Relations as a Process



- Research
  - Answers the following questions:
    - **Why** are we planning the campaign?
    - **What** is going on in the environment—the community, the state, the nation, the world—that might affect what we plan?
    - **Who** are we trying to reach?
    - **When** are the best times to do what during the campaign?
    - **Where** is the campaign going to take place?
    - **How** will we reach our target publics?

# Public Relations as a Process



- Action Plan: the process of making decisions about what communication materials and participation activities you will plan, when you will plan them, and how you will monitor their effectiveness
- The end result of this part of the process:
  - A written action plan



# Public Relations as a Process



- Communication: the process of writing and distributing the communication materials, holding the events, and doing all the things you described in your action plan
- Research is part of this process as well because you must monitor the things you are doing to be sure they are effective

# Public Relations as a Process



- Evaluation: the final stage of the campaign
- After the communication stage is completed, you conduct research again to be sure you achieved the behavior you planned to achieve

# PR Action Plan



- The action plan is when you bring all the research together and make decisions about how and when you will do what communication materials and participation activities
- Also, how you will monitor your effectiveness
- End result is a written plan



# PR Action Plan

- The written plan will include:
  - Campaign message
  - Campaign slogan and logo
  - PR objectives
  - PR strategies
  - PR tactics
  - Backwards plan/calendar
  - Budget
  - Monitoring

# Campaign Message



- Every campaign has a consistent set of messages
- Messages repeated throughout all communication materials and participative activities
- Need to decide on the 1-3 messages you most want your publics to hear and believe

# Campaign Message



- Why only three messages?
  - Repetition is essential to:
    - Build awareness
    - Build recall
  - Studies show that more than three messages only produce “jumble”

# Campaign Message



- What do you want in your messages?
  - Things that help your publics form a clear relationship between your messages, your organization, and the behavior your organization expects from its publics as a result of the campaign

# Campaign Message



- Example:
  - Colorado Trout Unlimited-wanted to stop building of a dam
    - Three-year PR campaign of letter-writing, sending information to the media, protesting at public events, bumper stickers, etc.
    - Each element carried one, two, or three messages
      - Two Forks Dam is too expensive
      - A dam really isn't needed in the Two Forks River location
      - Two Forks Dam will destroy natural resources



# Campaign Slogan and Logo



- Slogan-a consistent line of copy incorporating the theme of the campaign
  - Ex., Nike's *Just do it*, McDonald's *We love to see you smile*
- Logo-appears on all your materials, usually along with the slogan, it is the visual symbol of the organization
  - Ex., Nike's *swoosh*, McDonald's golden arches

# PR Objectives

## (What do we want to achieve?)



- A PR objective is a statement that clearly defines the outcome you expect to happen when the campaign is completed
- Written as an infinitive (beginning with “to ...”
- Contains four parts:
  - The target public
  - Measurable criteria
  - A deadline date
  - The specific behavior or attitude change expected
- Ex., *To have 100 students attend a presentation on organ transplantation and donation on Apr. 10, 2007*

# PR Strategy

(What are we going to do to achieve it?)



- A strategy is a statement of the things you plan to do to achieve your objective
- Usually no more than a sentence or two
- Ex., *Beginning Mar. 15, we will begin to promote the Apr. 10 event. We will recruit student leaders and teachers to mention the event at club meetings and in classes and publicize the event heavily throughout the school.*

# PR Tactics

(What tasks do we have to do to achieve it?)



- A PR tactic is a statement that clearly defines a task that will be done to accomplish the public relations strategy
- Success is measured by whether or not the task was completed
- Parts of a written tactic are:
  - A specific activity to be undertaken
  - Quantity (when appropriate)
  - A completion or deadline date

# PR Tactics

(What tasks do we have to do to achieve it?)



- *Ex., Create a poster and flyer for the presentation event by March 10*
- *Contact student leaders and teachers to get their agreement to announce the event in their club meetings and classes*
- *Develop the written announcement to be read in club meetings and classes by March 10 or*
- *Identify members of the campaign team who will attend club meetings and classes to personally announce the event*
- *Secure the location to hold the event by February 1*
- *Arrange for refreshments to be served following the event by March 1*

# Backwards Plan/Calendar



- Once you know what tactics you will do and when you need to do them by, create a *backwards plan* to help keep everybody on the team organized, on time, and in sync
- A calendar that marks what must be done by whom and by what date in order to meet the final deadline
- Start with the completion date and work backwards

# Budget



- Contains the exact cost of each tactic
- Needs to be detailed—to make sure, before beginning the campaign, that you'll have all the resources you need

# Monitoring



- The process of doing research as the communication stage is unfolding
- Ensures that the campaign is accomplishing what you set out to do





# Three requests

- Review MTV website

[www.think.mtv.com](http://www.think.mtv.com)

- Review Children's for Children case study

[www.unyts.org](http://www.unyts.org)

Brainstorm campaign ideas

# Crisis Public Relations



- Communicate during organizational crisis
- Advance preparation is key
- Be aware of signs leading to crisis
- Cultivate good relationships with media
- Determine who will speak with media
- Be accurate, helpful, and forthcoming
- Tactful but open (no circling wagons)
- How you handle crisis will reflect on organization later



- Current News, Issues, Event (Deskripsi 2 - 3 Paragraph)
- PR Campaign
  - Campaign message
  - Campaign slogan and logo
  - PR objectives
  - PR strategies
  - PR tactics