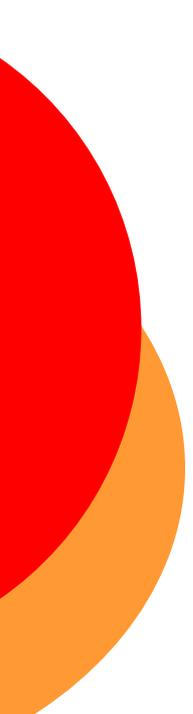


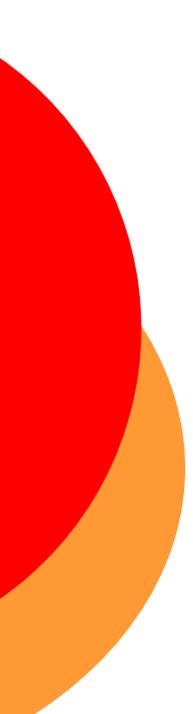
Public Relations

Framing the Message



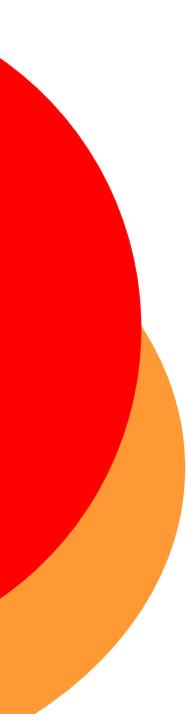
Public Relations Changes Perception

- Social media allow celebrities and politicians to communicate directly with their audience.
- Some celebrities, like Vin Diesel, have become social media superstars. Diesel's skillful use of social media has helped promote his *Fast and Furious* movie franchise.



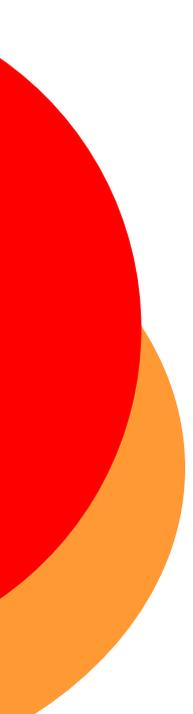
Public Relations

- **Public relations** refers to the total communication strategy conducted by a person, a government, or an organization attempting to reach and persuade an audience to adopt a point of view.



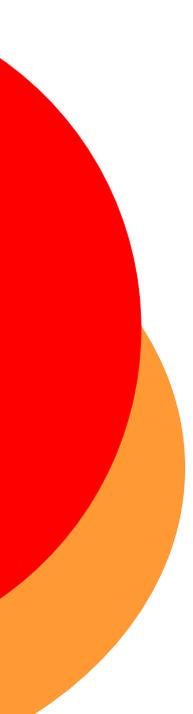
P.T. Barnum and Buffalo Bill

- P.T. Barnum
 - Used gross exaggeration, wild stories, and staged events to secure newspaper coverage for clients
- William F. Cody (Buffalo Bill)
 - Hired press agents who used a wide variety of media channels
 - Shaped many lasting myths about rugged American individualism
 - Among the first to use **publicity**



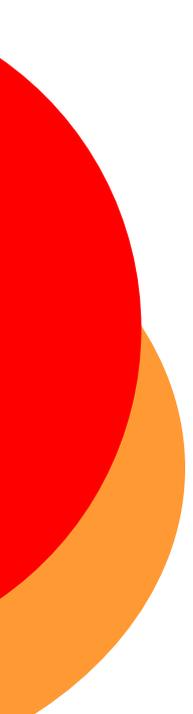
Big Business and Press Agents

- Press agents in the 1800s
 - Hired by large industrial companies
 - Used by rail companies to gain government support
 - Utility companies also used PR strategies to derail competition and eventually attain monopoly status.
 - Used bribes and fraud to garner support and eliminate competition



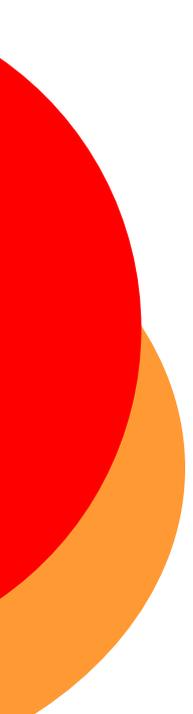
The Birth of Modern Public Relations

- Ivy Ledbetter Lee
 - Understood the importance of public sentiment
 - Contained damaging publicity fallout from the Ludlow Mine strike deaths
- Edward Bernays
 - First to apply findings of psychology and sociology to PR
 - Taught the first PR class



The Practice of Public Relations

- More than 7,000 PR firms in the United States
- Growing academic field since the 1980s
- By 2011, Public Relations Society of America (PRSA) had more than 11,000 members, and over 300 chapters at colleges and universities.

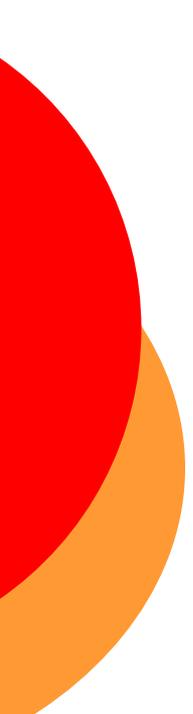


Approaches to Organized Public Relations

- PRSA definition of PR
 - “Public relations helps an organization and its publics adapt mutually to each other.”
- Two approaches
 - Independent PR agencies
 - Burson-Marsteller and Hill & Knowlton
 - Corporate in-house PR staffs
 - Used by most companies and organizations

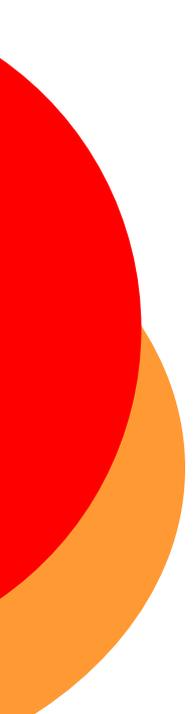
Table 12.1: Top 10 Public Relations Firms, 2013 (By Worldwide Revenue, in Millions of U.S. Dollars)

Rank	Agency	Parent Firm	Headquarters	Revenue
1	Edelman	Independent	New York/Chicago	\$741
2	Weber Shandwick	Interpublic	New York	\$567
3	Fleishman-Hillard	Omnicom	St. Louis	\$551
4	MSL Group	Publicis	Paris	\$501
5	Burson-Marsteller	WPP	New York	\$466
6	Ketchum	Omnicom	New York	\$464
7	Hill+Knowlton Strategies	WPP	New York	\$390
8	Ogilvy Public Relations	WPP	New York	\$296
9	BlueDigital	BlueFocus Communication Group	Beijing	\$271
10	Brunswick Group	Independent	London	\$231



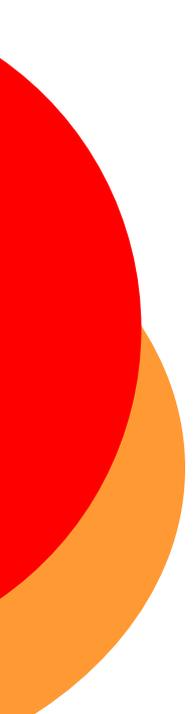
Performing Public Relations

- PR pays careful attention to the needs of its clients and the perspectives of target audiences.
 - Provides a multitude of services
 - Publicity, communication, public affairs, issues management, government relations, financial PR, community relations, industry relations, minority relations, advertising, press agency, promotion, media relations, social networking, and **propaganda**



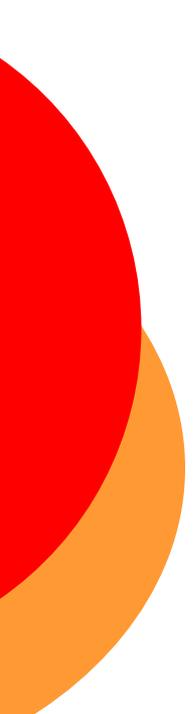
Performing Public Relations (cont.)

- Formulating the message
 - Surveys
 - Focus groups
 - Social media analytic tools
- Conveying the message
 - Press releases
 - Video news releases (VNRs)
 - Public service announcements (PSAs)
 - Online options



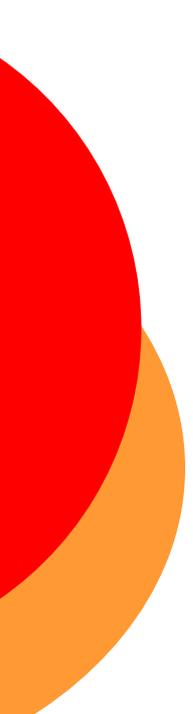
Performing Public Relations (cont.)

- Media relations
 - PR managers
 - Secure publicity to promote clients
 - Act as the point of contact during crises
 - Recommend advertising to clients when it seems appropriate
- Special events
 - Raise a client's profile
 - Pseudo-event
 - Created solely to gain media coverage



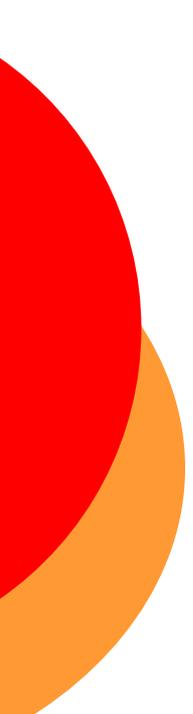
Performing Public Relations (cont.)

- Community relations
 - PR firms encourage companies to participate in community activities.
- Consumer relations
 - Companies are encouraged to
 - Pay more attention to customers
 - Establish product service and safety guarantees
 - Ensure that all calls and mail from customers are answered promptly



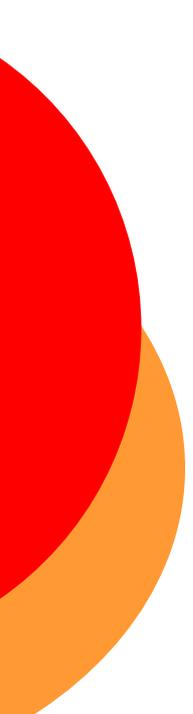
Performing Public Relations (cont.)

- Government relations
 - Work to prevent burdensome government regulation
 - Lobbying
 - Attempting to influence lawmakers to support and vote for an organization's or industry's best interests
 - Astroturf lobbying
 - Phony grassroots public-affairs campaigns engineered by PR firms



Public Relations Adapts to the Internet Age

- Company Web sites are the home base for PR efforts.
- Companies can interact with audiences via social media.
- PR still needs to control messages.
 - Firms have edited company Wikipedia entries, and paid bloggers to promote products.



Public Relations during a Crisis

- *Exxon Valdez* oil spill in 1989 was benchmark for how April 2010 BP oil spill was judged.
 - BP's PR mistakes included multiple underestimations of damage done and the CEO's lack of empathy.
- Tylenol scare of 1982
 - Full disclosure, pulled products, replaced with more secure bottles