Lecture # 3

**Global Scope of PR**

Public Relations is well established in the United States and throughout the world. Growth is strong in Europe and Asia particularly in China

**From one man bands handling Public Relations for small trade association** to **affiliates of international image building firms serving multinational concerns**, PR agencies come in all shapes and sizes in Pakistan . according to an estimate , there are up to 15 large and medium size PR agencies in the country, *CMC, Corporate and Management Communication, Asiatic Public Relations, Shamrock Communications, Mediators* and *Shazia Abbasi Consulting* are one of them

**Other Terms of Public Relations**

*Public Relations* is used as umbrella term on a worldwide basis. Most national membership associations, from the Azerbaijan Public Relations Association to the Zimbabwe Institute of Public Relations, Identify themselves with that term. Many other large organization prefer such term as *Corporate Communication, Corporate Affairs, Public Affairs* or even the *Global Communication* to describe the Public Relation Function. Less flattering terms include *Flake* and *Spin Doctor*

**How Public Relation Differ from Journalism?**

**Journalism/Journalist**

A journalist is a person who collects, writes, or distributes news or other current information to the public. A journalist's work is called journalism. A journalist can work with general issues or specialize in certain issues.

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| * **Public Relations** | * **Journalism** |
| * To persuade public | * To inform the public |
| * Write for carefully segment audience | * Write for general audience |
| * Uses the combination of mass media outlets | * By nature of employments use one channel that publishes or broadcast their work |
| * Strategic thinking, problem solving capability, management skills, journalistic writing, media relationing | * Journalistic writing and media relationing |

**How Public Relations Differ from Advertising**

**Advertising**

[Description](http://www.investorwords.com/13177/description.html) or presentation of a [**product**](http://www.investorwords.com/3874/product.html)**, idea, or**[**organization**](http://www.investorwords.com/3504/organization.html), in [order](http://www.investorwords.com/3495/order.html) to induce individuals to buy, [support](http://www.investorwords.com/4826/support.html), or approve of it.

A commercial about the benefits of a brand of dog food, a page in a magazine promoting a sports drink and a flyer about party entertainment services are each an example of an advertisement.

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| * **Public Relations** | * **Advertising** |
| * Relies on a number of communication tools , broachers, slide presentations, special events, speeches, news releases, feature stories and so forth including mass media outlets | * works exclusively through mass media outlets |
| * PR presents its message to specialized external and internal publics | * Advertising Is addressed to external audience , primarily consumers of goods and services |
| * Broader in scope, dealing with the policies and performances of the organization , from the morale of employees to the way telephone operators respond to calls | * Specialized communication Function |
| * Public Relation Activity often supports advertising Campaign | * Advertising is often used as communication tool in Public Relation Process |
| * Primary function is to create an environment in which the organization can thrive | * Primary Function is to sell goods and services |

**How Public Relations differ From Marketing**

**Marketing**

Marketing is a form of communication between you and your customers with the goal of selling your product or service to them. Communicating the value of your product or service is a key aspect of marketing.

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| * **Public Relations** | * **Marketing** |
| * PR is concerned with building relationship and generating good will for the organization | * Marketing is concerned with customers and selling products and services |
| * They talk about Public/ audiences/stakeholders | * They talk about the target markets, consumers and customers |
| * PR is the management process whose goal is to attain and maintain accord and positive behaviors among social groupings on which an organization depends in order to achieve its mission | * Marketing is the management process whose goal is to attract and satisfy customers or clients on long term basis in order to achieve and organization’s economic objectives |
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**Four ps to pr role in marketing**

**Public relations to**

**Product, place, price and promotion**

**2 Kinds of Market Education**

**One** kind of market education prepares the market in advance… *Also called* **pre-selling.**

**Second** kind of marketing education occurs with products & services that are already on the market.

**2 Types of Market**

**1st type of market**: The people who sell your products or service --- **Trade***.*

**2nd type of market**: *The people who buy or use your products* **--- Consumers or users.**

Whereas **public relations** is about selling the company or brand through positively managing the communication channels between a company and its stakeholders. Overall, **marketing** activities are trying to achieve direct revenue, while **PR** is trying to drive a positive reputation through an effective **PR** strategy.

**How Public Relations differ from Propaganda**

**Propaganda**

 Propaganda is the spread of information or ideas with the purpose of influencing feelings or actions. Propaganda is always biased and can be negative or positive, but usually has a negative connotation.

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| * **Public Relations** | * **Propaganda** |
| * Public relations uses truth if, for no other reason, their claims can be checked. PR relies on logic, facts and sometimes emotions to spread information between an organization or individual and its publics—information to promote products, services and build good will for the organizations offering them. | * Propaganda uses lies, half-truths, innuendo, smears, misinformation, one-sided arguments and inflammatory rhetoric to influence the public’s attitude toward a cause, ideal or, usually, a political agenda. |
| * Public relations’ underlying philosophy is building trust between an organization and its products and services with its targeted audiences for mutual benefit. | * Propaganda’s underlying philosophy is us against them. “They” are often denigrated as undesirables or simply “the enemy.” (We have freedom fighters; they have terrorists.) |
| * Increasingly, public relations relies on two-way communications via social media and encourages different points of view so organizations can better service their clients and customers. | * Propaganda relies on one-way communications. It seeks to eliminate dissent, and those who disagree may suddenly “disappear.” |
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**How Public Relations differ from publicity**

**Publicity**

Information that [attracts](http://www.investorwords.com/8876/attract.html) attention to a [company](http://www.investorwords.com/992/company.html), [product](http://www.investorwords.com/3874/product.html), [person](http://www.investorwords.com/14646/person.html), or event. A [third party](http://www.investorwords.com/4963/third_party.html), usually from the media, is often employed to generate publicity.  
  
“ In order to get good ticket sales, the actors must go on talk shows to get publicity for their movie. ”

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| * **Public Relations** | * **Publicity** |
| * The entire range of efforts by an individual, an agency, or any organization to reach or persuade audience | * One type of PR Communication |
| * It is more than just Public attention | * It is for public attention |
| * PR focuses on building relationships and managing an image | * Publicity concerns a company, organization or individuals presence in the media |
| * The intent in PR is to accomplish a organization’s stated goal by sending strategic messages to appropriate audiences in hopes of impacting their knowledge behaviors or attitude | * Publicity creates public awareness and attention around a brand and publicists gain publicity for their clients by promoting |

**Why Public Relations ?**

Present a positive image to customers, employees, and the general public

**Examples:**

* Grand opening of a mall
* Interview with a company official about hiring plans
* Launch of a new product or product line
* Announcement of employee promotions or retirements
* Presentation of an award to the company or to one of its employees
* Company-sponsored event
* Community Activity, such as a scholarship program sponsored by the business
* Customer advisory boards
* Charitable Activity
* Cultural Activity

**Customer Relations**

* Panels of boards consumers who make suggestions about products and businesses
* Consultants

**Consumer Affairs Specialists**

* Design Specialists programs to reflect customer needs for information on topics such as nutrition, health and wellness, and product safety

**Employee Relations**

Loyal and well-motivated employees who feel they are important to the company ω

Examples:

* Tuition reimbursement for college courses
* Newsletters for and about the company and its employees
* Recreational programs
* Employee recognition programs for improvements in performance and efficiency

**Community Relations**

Community Relations- refers to the Relations activities that a business uses to acquire or maintain the respect of the community

Examples

* Sponsoring Special Olympics
* Providing mentors for marketing students
* Matching employee donations to local charities