Lecture # 2

**Process of Public Relations**

According to Sim Black (American Journalist)

Public Relations is an art and science

Public relations is an art and science because the elements included in the process of public relations are same which are the added up in the scientific process

An effective **public relations** effort is the result of mutual understanding between an organization and its publics.

**RACE Formula**

One popular way to describe the process and to remember its components, is to use the RACE accrnoym, first articulated by John Marston in his book THE NATURE OF PUBLIC RELATIONS. RACE means that Public Relations Activity consists of four key elements

Research (What is the problem or situation?)

Action (Program, Planning, What is going to be done about it ? )

Communication (Execution or implementation, how will be the public be told? )

Evaluation (was the audience reached and what was the effect ? )

**ROSIE Formula**

Another form is R-O-S-I-E, launched by Sheila Clough Crifasi, which is explained, as

follows:

Research; Objectives; Strategies; Implementation ; Evaluation.

ROPE Formula

**Rope model** of **PR** is a formulation which involves initial Research, the setting of the Objectives, Programming and the Evaluation.

**R. Kendall’s formula**

It is also worth retaining R. Kendall’s formula

• research and analysis – hands-on data are collected and analyzed so as to identify

problems;

• policy formation – adequate solutions to the existent problems are being looked for;

the solutions are integrated within the public relations strategy;

• programming – actions are gradually scheduled in time and they are to be performed in accordance with the adopted strategy;

• feed-back – the effects produced by the public relations strategy implementation are registered;

• analysis, assessment and adjustment of the strategy used (program assessment and adjustment) – in accordance with the registered data within a cycle, certain modifications of the public relations strategy may be applied.

To Scott M. Cutlip and his collaborators, public relations are integrated within a vaster process, where the main objective is the adjustment of organization to the environmental influences. This process consists of four distinct elements (Fig. 2):

defining the problem;

• planning and programming;

• action and communication;

• evaluation.

Cyclic shape of public relations

evaluation.

action and communication

planning and programming;

defining the problem;

**PR GLOSSARY**

1. **Angle**– A specific emphasis we chose for a story that we present to the media – ie: presenting headphones as a great travel gadget because they are portable.
2. **B2B** (business to business) – is a type of transaction that exists between businesses, such as one involving a manufacturer and wholesaler or a wholesaler and a retailer
3. **B2C** (business to consumer) – is business or transection conducted directly between a company and consumers who are the end users of its products and services for example someone buying a television set from an electric retailer
4. **Boilerplate** – A short company description (explanation) most often used at the end of a press release.
5. **Byline** – a byline is a line at the top of an article in a newspaper or magazine giving the author’s name
6. **B-roll** –Previously recorded video footage, often shown in the background, which can be used to bolster a news story about your client.
7. **Circulation**– The total number of copies of a print publication that is available for readers, whether through subscriptions or newsstands. This is a number we share with clients as one of the factors to the relevancy of a piece of coverage they have received.
8. **Coverage/Clip/Hits** – An article, story, blog or [segment that mentions your client](http://www.blastmedia.com/2013/03/14/coverage/). Also refers to the physical copy of that mention that can be given to clients.
9. [**Earned Media**](http://mashable.com/2012/06/07/grow-earned-media/) – Third-party endorsement for your client, whether from the sharing of media coverage or tweets, reviews and posts from consumers of your client’s product.
10. **Ed Cals** – Short for editorial calendars, ed cals are a schedule of topics media will cover at a certain publication for the entire year. These can give PR pros a starting point for reaching out to an editor about a story.
11. **Embargo**– The sharing of unannounced, relevant information between a PR pro and the media that cannot be published before an agreed upon time and date. For example, if you have a new phone model coming out, you contact reporters asking if they are interested in information, reach an agreement that they won’t post the news before a certain time and then give them a preview of the information to be announced.
12. **Exclusive** – Offering first-look information or samples to a single, usually major, media outlet. This means that the information or product won’t be shared with any other outlets until the original outlet has posted their story. Can be a good way to kick off a campaign.
13. **Launch** –[The official announcement](http://www.blastmedia.com/2011/04/26/a-product-launch-pr-checklist/), usually jump started with a press release, about a new product or service.
14. **Lead time** – The amount of time needed by reporters to gather information for their story; varies by type of outlet, with magazines having the longest lead times and online the shortest.
15. [**Owned Media**](http://www.inc.com/aaron-aders/the-difference-between-earned-and-owned-media.html) – Content created by you and your client, such as company blogs, company website and corporate social media profiles.
16. **Paid Media** – Not just your traditional advertising, this can encompass Facebook, YouTube, LinkedIn and Twitter ads that can work as part of an [integrated PR and social media strategy](http://www.blastmedia.com/2012/09/07/6-tips-romancing-split-testing-facebook-ad-success/).
17. **Pitch** – [A highly targeted note](http://www.blastmedia.com/2010/08/17/ingredients-of-the-pitchwich/) that is crafted and sent to an editor to gauge their interest in your client. Can also incorporate photos and videos, and ends with a call to action.
18. **Press kit** – A set of documents given to media, usually containing press releases, fact sheets, photos, videos and other relevant material to them about your client or their product/service.
19. **Press tour** – Usually done in anticipation of the launch of a new product or service, [press tours](http://www.blastmedia.com/2013/01/24/how-to-plan-a-press-tour-execute-perfectly/) are 1-2 day events where you invite select media to interact with your client and their upcoming offerings face-to-face. This can be a great way to enrich relationships with editors you may not often see, and allow reporters an early, hands-on look at unreleased projects.
20. **Round-up** – A story that highlights several products/services that apply to a certain topic, which can range from Valentine’s Day gifts to [best products from a trade show](http://www.blastmedia.com/2013/01/17/ces-2013-client-coverage-showcase/). Though these are smaller than feature stories, they are a great compliment to any media relations campaign and can often point out the strengths of your clients versus their competitors.
21. **Syndication/syndicate** – A news service that takes a single story and places it on several websites or in several outlets nation/worldwide – Associated Press is an example of a syndicate. When a piece of client coverage is syndicated, it means that the same story ran in multiple media outlets.
22. **Traction** – A term to denote interest in your client from a media outlet – this could be a request for more information or actual coverage.
23. **Trade publication** – A publication targeted to a specific industry for people that work in that industry (usually not for consumption by the general public). Examples include: Variety (entertainment industry) and ComputerWorld (information technology industry).
24. **UVM** (unique visitors per month) – The number of real, individual visitors to a website, determined by individual IP addresses of the visitors. A way to measure the popularity of a website (the higher the number the better), rather than relying on number of site visits, which can encompass one person visiting a site several times. Can help show clients how many people potentially saw their article.
25. **Sending over the wire/wire service** – A distribution service for press releases that allows you to get news out about your client to several media outlets across the country in a short amount of time. Since there is a cost associated with wire services, they are usually only used in the event of big company news or breaking news. Businesswire and PR Newswire are examples of this service.