



PUBLIC RELATIONS AND ADVERTISING

TOPIC 1; INTRODUCTION TO PUBLIC RELATIONS

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□ Topic Coverage

- **Public Relations Concept.**
- **Introduction to Public Relations.**
- **Functions of Public Relations.**
- **Public Relations Roles.**
- **Communication/PR Models.**
- **Importance of Public Relations.**
- **Publics.**
- **Public Relations Officer.**

□ Introduction to Public Relations

Public relations is a profession that mainly aids companies, firms, institutions, consultations, government agencies, nonprofit org and organizations establish and maintain effective and beneficial relationships with different kind of publics.

Public Relations continues to be the most dynamic profession throughout the universe. Diversity of skills and creative programs or campaigns come along through PR. Managing the communication activities within the organization.

Public Relations has been respectively defined as a managerial function that helps an organization achieve its objectives through establishing and maintaining effective and beneficial relationships via communication strategies and tactics, with the publics. PR departments range in size from more than five members in large corporations to one or two individuals in small organization. Public Relations is composed of four components; research, planning, communication and evaluation.

□ Introduction to Public Relations.....

Communication involves writing that takes place after research and extensive planning to formulate the objectives and goals of a program and campaign Planning involves the selection of audiences to be reached, the key messages to be distributed and the strategies that should be used to ensure the overall success of the program.

□ Functions of Public Relations

- **Research;** PR work is invested on issues, publics, organizations, competition, threats. Most of the research findings are turned into PR plans, communication campaigns, programs and media briefing. However, research is conducted through interviews, surveys, checking websites and database. Research findings influence a PR program's objectives and strategies that in turn form the basis for evaluation of its planning, implementation and effectiveness.
- **Events Management;** Grand openings, news conferences, anniversary celebrations, exhibitions, contests, awards programs, media tours and special meetings are some special events prepared and supervised by PR practitioners. Such events require careful planning, coordination and preparation of media kits, publicity photos and reports.
- **Publicity and Promotion Activities** Publication of special reports, taking photos, making films, documentary and other multimedia programs. All this is conducted In PR team for communication purposes as it's their work to share information through newspapers, magazine broadcasting via radio, television and online platforms.

☐ Functions of Public Relations...

- ☐ **Communication Management.**
- ☐ **Counselling.**
- ☐ **Public Affairs.**
- ☐ **Investor.**
- ☐ **Stakeholders Relations.**
- ☐ **Corporate Social Responsibilities.**
- ☐ **Issues Management.**
- ☐ **Crisis Management.**

□ Public Relations Roles

Roles are the collection of daily activities that people do. The roles have helped in learning about the power of PR function in the organization and how activities of PR people produce the right programs, influence strategies planning and effect short and large range goals of organization. There are two broad roles that emerge in Public Relations; The Technician Role and the Manager Roles.

The Technical role represents the craft side of PR, writing, editing communication tools, digital content, taking photos, handling communication like social media, running special events, contacting media personals. These activities focus on the implementation of the management's overall communication strategies, The Manager role focuses on activates that help identify and solve PR problems or situation. PR managers advise senior management about communication and PR needs, and are responsible for broad organization results.

□ Communication/PR Models

Press Agency;

Also known as the publicity model that emphasizes the power of persuasion and manipulation to shape public opinion. In modern business, the press agency model is often associated with publicity stunts, press tours, and exaggerated buzz around a product or event. This one-way communication approach can be perceived as self-serving and may not always reflect an organization's genuine values or commitment to ethical conduct.

Information moves one way from the organization to the public. It's the oldest model and closely associated with promotion and publicity. PR officers operating under this model always look for opportunities to get their organizations names mentioned by the media. They do not conduct research. They include propaganda tactics like celebrity involvement, gaining attention through giveaways, grand openings. Ethics are not important.

□ Communication/PR Models...

Public Information;

The public information model focuses on disseminating accurate and objective information. This approach, seeks to foster trust and credibility with key stakeholders. Organizations that adopt the public information model typically priorities providing comprehensive, unbiased data to the public, enabling stakeholders to form their opinions based on reliable facts. This model is still rooted in one-way communication, and its effectiveness is limited by its lack of engagement with the audience's perspectives and feedback.

It differs from press agency as its intent is to inform rather than to promotion or publicity. The communication is one way. This model is practiced in government, education institution, some corporations. Little research is conducted to audiences only to test the clarity of the institution's messages. They are journalists in residence, as they value accuracy but decide what information to tell in the public's interest.

□ Communication/PR Models...

Two-way Asymmetrical

This incorporates persuasion and feedback to improve communications between an organization and its stakeholders. The primary goal of the two-way asymmetrical model is to influence public opinion while simultaneously taking audience feedback into account. Although this model represents a significant improvement over its predecessors in terms of audience engagement, it still prioritizes the organization's objectives over the needs and concerns of its stakeholders.

The model considers PR as a scientific persuasion and employs social science research methods to increase the persuasiveness of the messages. PR officers use interviews, focus group discussions and surveys to measure the relationships with the public, so as to design PR programs that will gain the support of key publics. Feedback is built into the process as the organization is interested in having the public adjust to the organization than the reverse.

□ Communication/PR Models...

Two-way Symmetrical.

This recognizing the importance of fostering mutually beneficial relationships with stakeholders. This model emphasizes open, transparent communication, wherein the organization and its stakeholders engage in a dialogue to better understand each other's perspectives, values, and concerns. By seeking a balance between the interests of both parties, the two-way symmetrical model promotes collaboration, trust, and long-term relationship building. This approach is increasingly recognized as the gold standard for public relations practice in today's interconnected and globalized world.

The models depicts that the organization and its publics adjust to each other. Uses social science methods to achieve mutual understanding. Practices two-way communication. In 2001, James Grunig, presented other names for the model are mixed motives, collaborative advocacy and cooperative antagonism. This was the most ethical model, because all were parties to problem resolution.

□ Importance of Public Relations

- **Maintain and strengthen relationship with different public like media houses, financial org, and service provider org.**
- **Effective customer care, responding to questions, doubts and needs. E.g. launching more branches.**
- **PR increases credibility (trustworthy), PR department bridges the gap between the org management and the public. This is through different tactics that show the org objectives.**
- **Increase sales and revenue, a company with good image and reputation tends to be worthy consumers' money.**
- **Changes public perception and attitudes.**

□ Publics

Public is a **group of people** with **particular interest** to the organization. Publics are important to the organization, if they recognize certain issues, understand the relevance of it. Talk about it or even organize an activity for it. It's a PR practitioner obligation to communicate earlier with groups of people concerning the ongoing issue because chances will be better before the publics make up their minds on the issue, once it gets publicized to local news, a newspaper or a social platform. Individuals begin to learn about an issue then, express opinions, share with others, and reconcile their opinions with long standing attitudes, perceptions and values.

For PR practitioners to **build and maintain organization reputation**, they will have to understand the **public opinion** formation. Public Opinions are collections of **views, attitudes, perceptions and beliefs** expressed by a group of people towards a certain issue. Communication is then effectively applied to change the public perceptions and opinions thus where PR works are identifying messages, choosing best communication channels that will direct the messages to the public. a

□ Types of Public

□ Internal Public

A group of people within the organization such as employees, management, board members, students.

□ External Public

A group of people that relates with the organization externally e.g. consumers or customers, community, mass media, government, financial institutions, action groups.

□ Identifying Public

Latent Public; a group of people that faces indeterminate situation but does not recognize it as a problem.

Aware Public; the group that recognizes a problem, that is, what is missing in the situation and becomes aware.

Active Public; the group organizes to discuss and do something about the problem

□ Public Relation Officer (PRO)

According to the Institute of Public Relations, USA, “Public Relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.” A public relations officer (PRO), also known as ‘Media Specialist,’ is the spokesperson of an organization. His or her role is to convey the policies and interests of the organization to the public through various modes of media. For an organization, ‘public’ refers to the existing customers, potential customers, shareholders, financiers, media, government bodies, employees, etc. The need for a PRO can be found in almost all sectors, including private companies, advertising agencies, financial organizations, government agencies, charities, etc.

As a PRO has to be dedicated 24/7 to protect the interest of a company, it can be a very demanding job. However, it is also a lucrative and interesting means of making a career. If you are ready to take up the challenge, here are a few points that will help you in understanding the public relations officer’s job better.

☐ Qualities/Skills Set of a Good PRO

- ☐ Professional approach
- ☐ Networking skills
- ☐ Interpersonal skills
- ☐ Written and oral communication skills
- ☐ Analytical skills
- ☐ Emotional intelligence
- ☐ Innovating and troubleshooting skills
- ☐ Organization and management skills
- ☐ Leadership qualities
- ☐ Creativity

☐ Qualities/Skills Set of a Good PRO...

- ☐ **Storytelling traits**
- ☐ **Curiosity**
- ☐ **Knowledge of current affairs**
- ☐ **Result oriented**
- ☐ **Self-disciplined**
- ☐ **Tech-savvy**
- ☐ **Competitive**
- ☐ **Constructive thinker**

□ Duties and Responsibilities of PRO

- Reputation Management
- Goodwill Creation
- Crisis Management:
- PR Strategies and Campaigns
- Press Conference
- Preparing Media Plan
- Coordinating Interviews
- Communication Budget
- Cordial Relations
- Excellent Communication

□ Duties and Responsibilities of PRO...

- **Effective Marketing**
- **Internal Communications**
- **Communicating with Senior Management**
- **Answering Queries**
- **Corporate Identity**
- **Translating Content**
- **Maintaining Archives**
- **CSR Activities**

□ End of the Topic

THANK YOU!