

Chapter 17

Public Relations

❖ WEB REVIEW QUESTIONS

1. List the key publics of a typical corporation.

- Media
- Employees
- Financial community
- Government
- General public

2. Explain reputation management.

The overriding goal of reputation management in a corporate-relations program is to strengthen the trust that stakeholders have in an organization.

3. What activities come under the umbrella of public affairs?

Corporate communication programs with government and with the public on issues related to government and regulation are called public affairs. Public affairs includes lobbying, when the company provides information to legislators in order to get their support and vote on a particular bill. It also includes communication efforts with consumer or activist groups who seek to influence government policies. Issue management is another term for this function. In addition to government relations, public-affairs programs also monitor public opinion about issues central to the organization's interest and develop programs to communicate to and with the public about these issues.

4. What is included in a crisis management plan?

A plan outlines who contacts the various stakeholders who might be affected, who speaks to the news media, and who sets up and runs an on-site disaster-management center.

5. What is marketing public relations and how does it differ from other forms of public relations, such as corporate relations?

One area where advertising and public relations overlap is marketing public relations (MPR). Defined by Tom Harris, MPR is the process of planning and delivering programs that encourage sales and contribute to customer satisfaction by providing communication that addresses the needs and wants of consumers. MPR is different from a more general public-relations approach in its consumer and sales focus. MPR supports marketing's product and sales focus by increasing brand credibility and the company's credibility with consumers.

6. How does public relations use advertising?

Public-relations programs sometimes employ advertising as a way to create corporate visibility or increase its goodwill with its various stakeholder audiences.

7. How does public-service advertising work?

The ads for charitable and civic organizations that run free of charge on television or radio or in print media are public service announcements (PSAs).

The PSA directors at various media receive a barrage of public-service campaigns every week on different issues and they have to choose which ones to run. There is no guarantee which markets will see the campaign elements and there is no guarantee that the same people will see the print and TV.

Studies of PSA effectiveness help guide nonprofit organizations.

8. What are the primary tools of publicity?

The primary tool used in media relations is the news release, but press conferences and media tours are also used.

9. What is an annual report?

A company's annual report is targeted to investors and may be the single most important document the company distributes. Millions of dollars are spent on the editing and design of annual reports.

10. How does a company use a speakers' bureau?

Many companies have a speakers' bureau of articulate people who will talk about topics at the public's request.

11. What is an E-mail pitch letter?

Ideas for feature stories, which are human interest stories rather than hard news announcements, have to be “sold” to editors. This is done using a pitch letter that outlines the subject in an engaging way and sells a story idea. An E-mail pitch letter is simply a pitch letter sent over the Internet. The Practical Tips box provides information on how to write an E-mail pitch letter.

12. In what ways does the public-relations program use the Web?

Public-relations programs use the Web for E-mail, intranets, extranets, Internet advertising, and Websites for the purpose of external and internal communications. E-mail is used to contact the media and most press releases are distributed online.