

# Book Notes

Monday, December 7, 2015 8:17 PM

- Eight basic elements of a PR plan
  - Situation
  - Objectives
  - Audience
  - Strategy
  - Tactics
  - Calendar
  - Timetable
  - Budget
  - Measurement
- Grunig's communication objectives
  - Message exposure: Messages are disseminated through mass media and controlled media
  - Accurate dissemination of the message: Basic information remains intact as it is transmitted through various media
  - Acceptance of the message: The audience not only retains the message, but also accepts it as valid
  - Attitude change: Audience not only believes the message, but also makes a verbal or mental commitment to change behavior as a result of the message
  - Change in overt behavior: Members of the audience actually change their current behavior or purchase the product and use it
- Changing audience attitudes and behavior
  - Making sure the audience receives the message
  - Making sure the audience pays attention to the message
  - Making sure the message is understood
  - Making the message credible
  - Making the message memorable
  - Making sure the audience acts on the message
- The PR effectiveness yardstick
  - Basic measuring
    - Targeted audiences

- Targeted audiences
    - Impressions
    - Media placements
  - Intermediate measuring
    - Retention
    - Comprehension
    - Awareness
    - Reception
  - Advanced measuring
    - Behavior change
    - Attitude change
    - Opinion change
- AVE, ROI, Share of Voice
  - Advertising Equivalency (AVE)
    - Involves converting the value of stories in the regular news column or on the air into their equivalent advertising cost
  - Return on Investment (ROI)
    - Helps determine what kinds of publicity are most effective and earn the most return on investment
      - This could be newspaper, mentions on radio, etc.