

Strategic Writing

- All strategic writing is goal- oriented

Organizations

- Values statement
 - Brief set of core values that ideally guide the actions of the organization
- Mission statement
 - Describes the purpose of the organization
- Business goals
 - Helps organization fulfill its goals

What is Public Relations?

- Defining Public Relations
 - Public relations practice is the art and science of **analyzing** trends, **predicting** their consequences, **counseling** organizations leaders, and implementing **planned programs of action**, which will serve both the **organization's** and the **public's interest**
- Bernays on PR
 - Public relations is not a one-way street in which leadership manipulates the public and public opinion. It is a **two -way street in which leadership and the public find integration with each other** and in which objectives and goals are predicated on a coincidence of public and private interests

Role of the PR Writer

- Know: publics, channels, and the organization
- **Research**
- Be an expert in communication

Distinguishing PR

- PR is **NOT** Journalism
 - Objectives
 - Advocacy
 - Inform, persuade, and motivate

- o Audiences
 - Define the audience
 - Research
- o Channels
 - Choose your own channel

How is PR different from Advertising?

- Advertising pays for air time

So what will I Be Doing?

- Four components of PR
 - o Research
 - o Planning
 - o Communication
 - o Evaluation

Defining the Public

- Public
 - o Any group of people tied together by some common factor
- Internal publics
 - o Groups within the organization
- External publics
 - o Groups outside of the organization

Communicating with the Public

- Channels
- Types of channels:
 - o Individuals
 - o Media
 - o Mass media
 - o Specialized media

Abbreviations and Acronyms