

Lecture Notes

Monday, December 7, 2015 9:12 PM

- Eight basic elements of a PR plan
 - Situation- identify and understand the situation leading to the need for public relations program
 - Overcome a problem or negative situation
 - Conduct a one-time project
 - Preserve reputation and public support
 - Objectives must be SMART
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Timely
 - Audience- identify specific and well-defined audience
 - Who should be reached with the message
 - How can the audience help achieve the organization's objectives
 - What are the characteristics of the audience
 - Strategy- describe how plan's objectives will be achieved
 - Tactics- communication tools used to put strategy into operation and achieve objectives
- Grunig's communication objectives
- Changing audience attitudes and behavior
 - Research tells us that awareness leads to attitude changes
 - Increased awareness may increase positive attitudes
 - Having a positive attitude toward an issue increases possibility of taking action
 - We raise awareness through out communication tactics (news releases, special events, brochures, tweets Facebook posts, plant tours)
 - We increase positive attitudes through out key messages and linking messages to values and self interests of the public
 - We alter behaviors by telling people how to change. We also have to give them the means to act
- The public relations effectiveness vardstick

- AVE, ROI, share of voice
 - Measuring share of voice
 - How much the organization is mentioned or quoted in stories posts, tweets and the tone of the coverage or mentions
- Outcome and Output Objectives
 - Outcome objectives- informational, attitudinal, and behavioral. These are called outcome objectives (impact) because they represent specific intended effects of public relations programs on audiences
 - Informational objectives
 - Create awareness
 - Difficult to measure informational objectives although easy to achieve
 - Attitudinal objectives
 - Create positive attitude
 - Difficult to measure attitudinal objectives
 - Need a baseline to claim success
 - Behavior objectives
 - To increase participation
 - Easier to measure but harder to achieve
 - Output objectives- program production and effort (news releases, special events, brochures, tweets, Facebook posts, plant tours)