

J350 Final Exam Study Guide

Chapter 1:

Lectures: What is PR?

Key Topics:

- Defining PR
 - o **PR:** a strategic communication process that builds mutually beneficial relationships between organizations and their publics.
 - o It is hard to define because many things funnel into PR and each are a part of it. Examples: Special Events, Research, Strategic Planning, Media Relations, Development/Fundraising
 - o PR involves Digital, Strategy, Media, Word of Mouth, Research, Partnerships, Crisis Management, Events, Branding, CSR etc.
- Stereotypes
 - o The Party Planner
 - o Lobbyist Sleaze Ball
 - o Press Secretary
 - o Image Consultant (showing why client has a negative image and how can change it)

Chapter 3:

Lectures: History of PR

Key Topics:

- Important figures & their contributions to modern PR
 - o **Samuel Adams:** Boston Massacre- twist and emphasis to rally emotion and the cause in order to get publicity
 - Used symbols (liberty tree) which are easily identifiable and link w/emotion
 - o **Amos Kendall:** 1st Press Secretary- served communication roll between Administration and the Public
 - o **PT Barnum:** Master of "Press Agency"- Any publicity is good publicity, doing anything for media attention, was a freak show circus guy
 - o **Ivy Ledbetter Lee:** 1st to specialize in PR/credited for 1st Press Release- Worked with George Parker and formed nation's 3rd publicity agency. Handled Anthracite Mines and convinced the owner to open up about the organization which set up a principle on how to communicate in PR
 - Created principles/philosophy: **If a company had something that they couldn't talk about, they shouldn't do it**
 - #1 policy: tell the truth
 - A business/industry should align with the public interest
 - Carrying out programs only with active support of management
 - Maintaining open communication with the media
 - Humanize the business and use PR to bring it down to the community level
 - o **Edward Bernays:** Influential for modern course of campaign- Sigmund Freud's Nephew, **believed that audiences could be persuaded if messages supported their values and interests**, called himself a PR representative

- Famous campaigns
 - Freedom Torches (women smoking in public)
 - Light's Golden Jubilee
 - "Bacon" Campaign where docs endorsed a "healthy breakfast" but never mentioned that bacon was the way to achieve it.
- Campaigns were very manipulative with use of 3rd party Authoritative Endorsement ("3/4 doctors agree")
- Irrelevant objects could be linked with emotion and become super icons
- o **Doris Fleischman** (wife of Bernays): PR exec and feminist activist- created campaigns with Bernays
 - Member of the Lucy Stone League- encouraged women to keep their maiden names
 - 1st married woman to be issued a U.S. passport in her maiden name
- o **Arthur Page**: Vice Prez at AT&T- 1st to say "insisted on PR as a management function"
 - **6 Principles of PR**
 - Tell Truth
 - Prove with Action (align what you are saying with what you are doing)
 - Listen to customer
 - Manage for Tomorrow (figure out what's coming)
 - Conduct PR as if whole company depends on it
 - Remain Calm, Patient, and Good-Humored
- o **Harold Burnson**: 1953 Founded Burson-Marsteller, top 5 around the world
 - Key Policies to Success:
 - Hiring a cadre of dedicated employees who worked for the firm for many years
 - Developing a family atmosphere with his team
 - Creating a corporate culture proactively
 - Posting as the firm leader
 - Milestones
- o **Rossetta Stone**: same thing written in 3 languages
- o **Boston Tea Party**: "Taxation without Representation," boycott of British Tea in colonies, staged public event that created a "splash" to get attention
- o **Four Models of PR**: (1980-90's)
 - **Press Agency**: one-way communication, focused on "hype"
 - **Public Information**: one-way Organization to Stakeholder, intent to inform or govern people (PIO-Public Information Officer/Community Relations Manager)
 - **Two-way Asymmetrical**: creating campaigns from research, getting info in and creating better campaigns out
 - **Two-way Symmetrical**: mutual understanding, win-win situation with 2 groups

Supplemental: PR Theory:

Reading: Theory chapter on Blackboard

Lectures: PR Theory 1 & 2

Key Topics:

System Theory:

- Organizations and their Environments are interdependent (can't exist without each other)
 - **Open:** open to adjusting and compromise based on components of the environment (change)
- Used PR to get feedback on their relationships with other actors in the system (2 Way Communication Model)
 - **Closed:** reliant on the status quo and on the feedback (no change)
 - Don't seek any information, they depend on history or the preference of decision makers
 - **Stakeholders:** groups in the system impacted by decisions
 - **"Boundary Spanners":** understands and communicates messages between the organization and the stakeholders (employees vs. managers)
 - Example: Ford Moto Company. PR including social media manager would be responsible for spanning the boundary between the organization and the various stakeholders

Situational Theory:

- Active vs. Passive (audiences shift based on issue)
- **Active:** want information and engaged in an issue
- **Passive:** less interested or not know the issue
- Three Variables:
 - **Problem Recognition:** helping audience understand the issue
 - Matt Knight: traffic, venue, fans, recruits, tuition
 - **Constraint Recognition:** may understand, but don't have time to pay attention/doesn't effect them
 - Works to reduce the constraint
 - **Level of Involvement:** want people to be actively engaged or want people to do nothing
 - Publics with high problem recognition, low constraint recognition and high involvement are more likely to actively engage in communication
Example: "Don't Mess With Texas" targeting litterers from passive to active

Social Exchange Theory:

- Costs & Benefits:
 - Individuals and groups choose strategies based on perceived rewards and costs
 - In general, people want to keep their costs low and their rewards high
 - Example: during recruitment week, fraternities and sororities emphasize the benefits of joining while minimizing the costs. (friendship, approval..etc.)
- **Elaboration Likelihood Model**
 - Ideas can be changes on a continuum from low elaboration (low thought) to high elaboration (high thought)