History and Context of PR

COMM 386R

September 11, 2017 Tamar Milne



Image source: jonathanbecher.com

Agenda

- 1. Brief history
- 2. Components and functions of PR
- 3. Types of media
- 4. Some current trends in PR
- 5. Overview of assignments
- 6. Heads up on resources

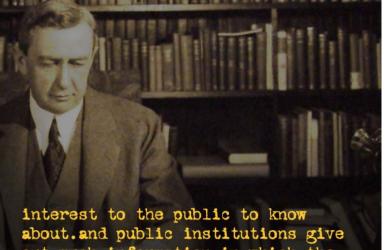
We've come a long way, baby.

Or... have we?

The history of PR is... a history of a battle for what is reality and how people will see and understand reality. **Stuart Ewen** Author, historian and lecturer

Ivy Lee's Declaration of Principles, 1906

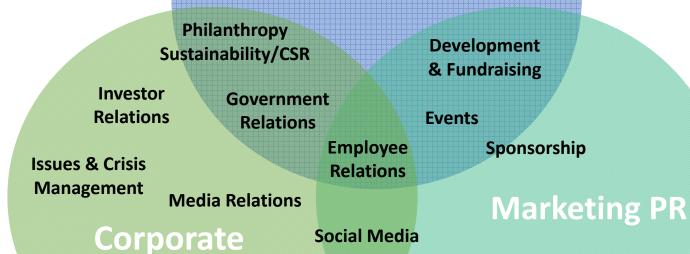
"This is not a secret press bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly to go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly. and any editor will be assisted most cheerfully in verifying directly any statement of fact. Upon inquiry, full information will be given to any editor concerning those on whose behalf an article is sent out. In brief, our plan is, frankly and openly, on behalf of business concerns and public institutions, to supply to the press and public of the United States prompt and accurate information concerning subjects which it is of value and



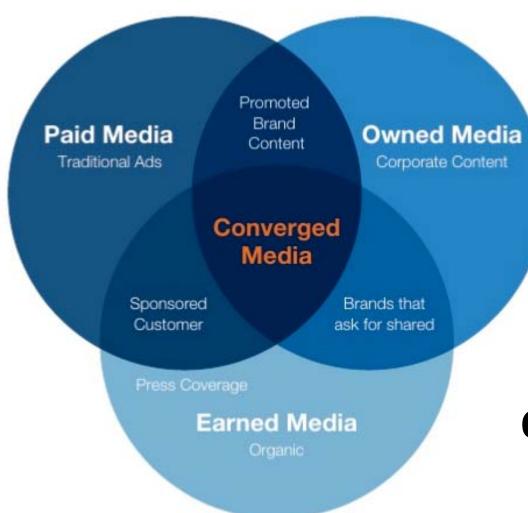
about and public institutions give out much information in which the news point is lost to view. Nevertheless, it is quite as important to the public to have this news as it is to the establishments themselves to give it currency. I am always at your service for the purpose of enabling you to obtain more complete information concerning any of the subjects brought forward in my copy."

Components and Functions of PR

Community/ Stakeholder Engagement

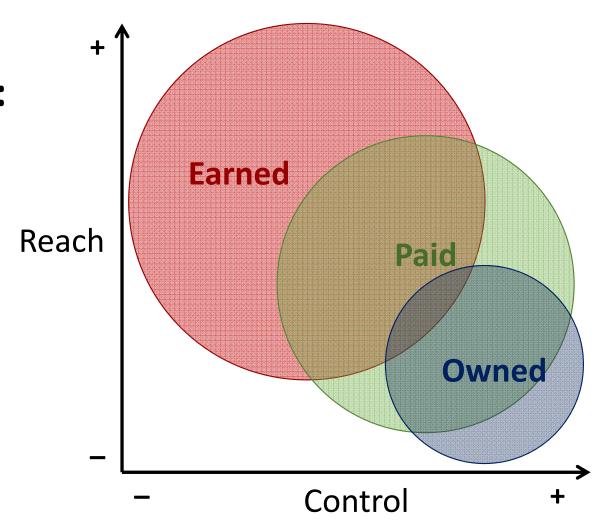


Communications



Types of Media: Owned – Paid – Earned

Media Comparison: Reach x Control



Some Current Trends in PR

Age of digital media

Blurred lines between earned, owned, paid media

Storytelling and content (and personalized content)

Augmented and virtual reality

Radical transparency (and focus on diligence)

Influencers (and micro-influencers)

Focus on analytics







Assignment Overview: Stakeholder Engagement Analysis

- Choose a company or non-profit organization that is considering some sort of initiative or action
- Research and evaluate past actions and future plans
- Map out and prioritize stakeholders
- Outline engagement strategy
- Individual or in pairs (register choice by next Monday)
- 5-6 pages + appendices
- Due by 6 pm on Sunday, October 1



Assignment Overview: Reputation Audit

- Choose a company or non-profit organization (preferably different from last assignment)
- Research and evaluate current reputation
- Identify key reputational risks
- Outline risk management strategy
- Individual or in pairs (register choice by October 23)
- 5-6 pages + appendices
- Due by 6 pm on Sunday, November 5



Assignment Overview: Marketing PR Proposal

- Choose a company or non-profit organization (preferably different from last two assignments)
- Research and evaluate current context (immediate and macro environments)
- Outline a PR objective
- Develop a marketing PR proposal to achieve the objective
- Individual or in pairs (register choice by November 20)
- 5-6 pages + appendices
- Due by 6 pm on Sunday, December 3

Resources









Reminders

1. Complete the Prep Quiz before each class

2. Next class: bring notes on an organization from the Reputation Institute's news feed (follow prep instructions)

