

History and Context of PR

COMM 386R

September 11, 2017

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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?

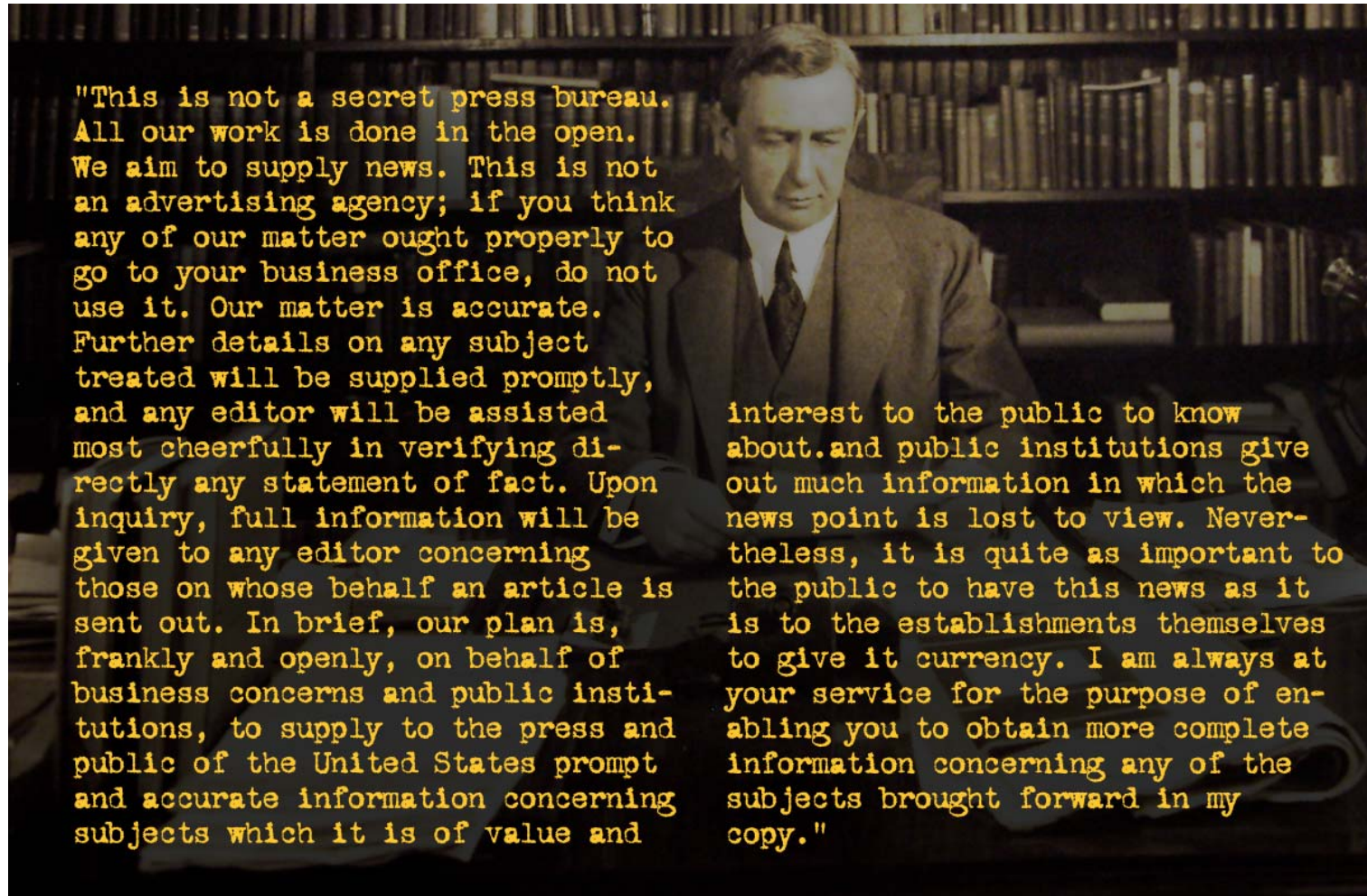
The history of PR is...
a history of a battle
for what is reality
and how people will
see and
understand
reality.

Stuart Ewen

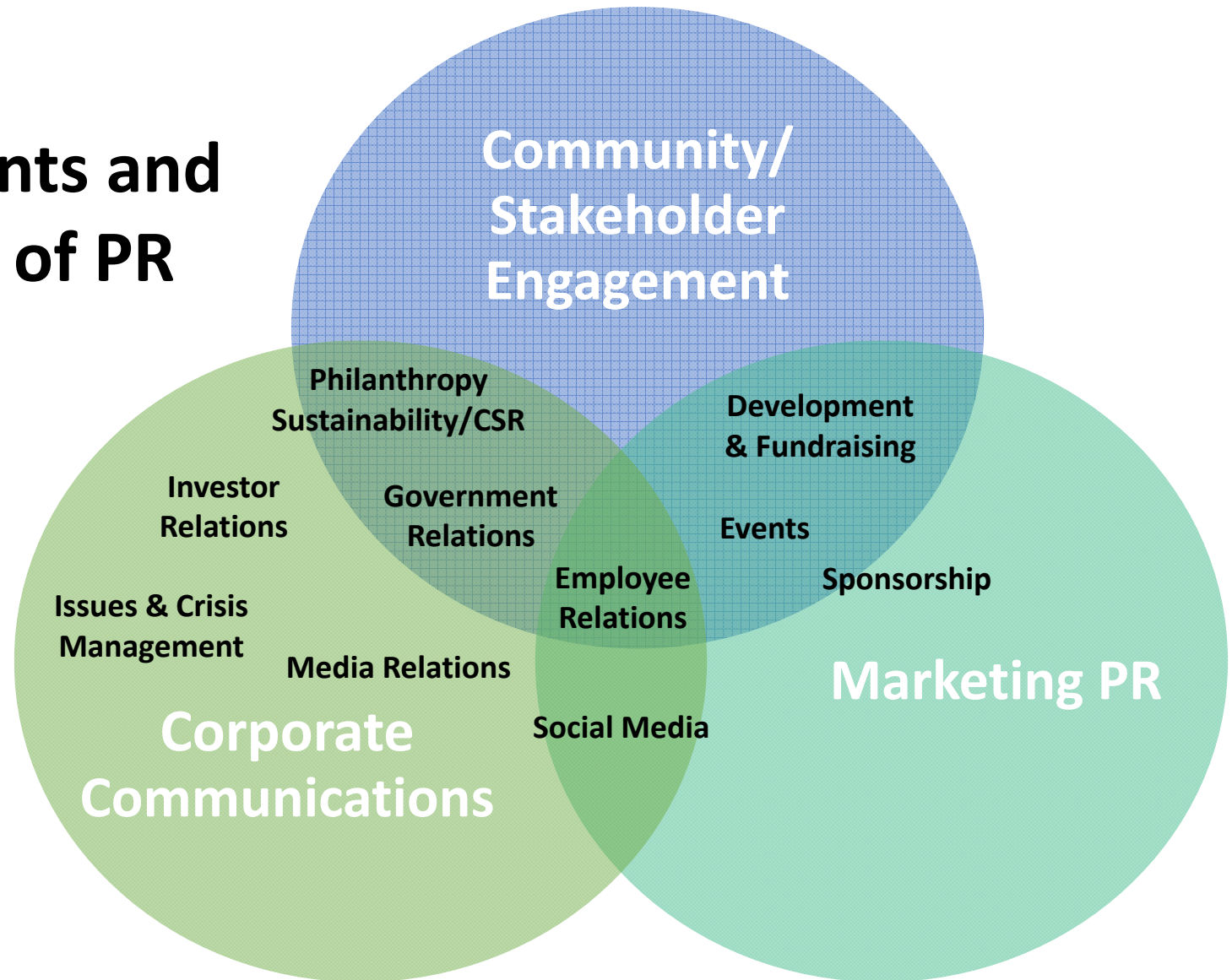
Author, historian
and lecturer

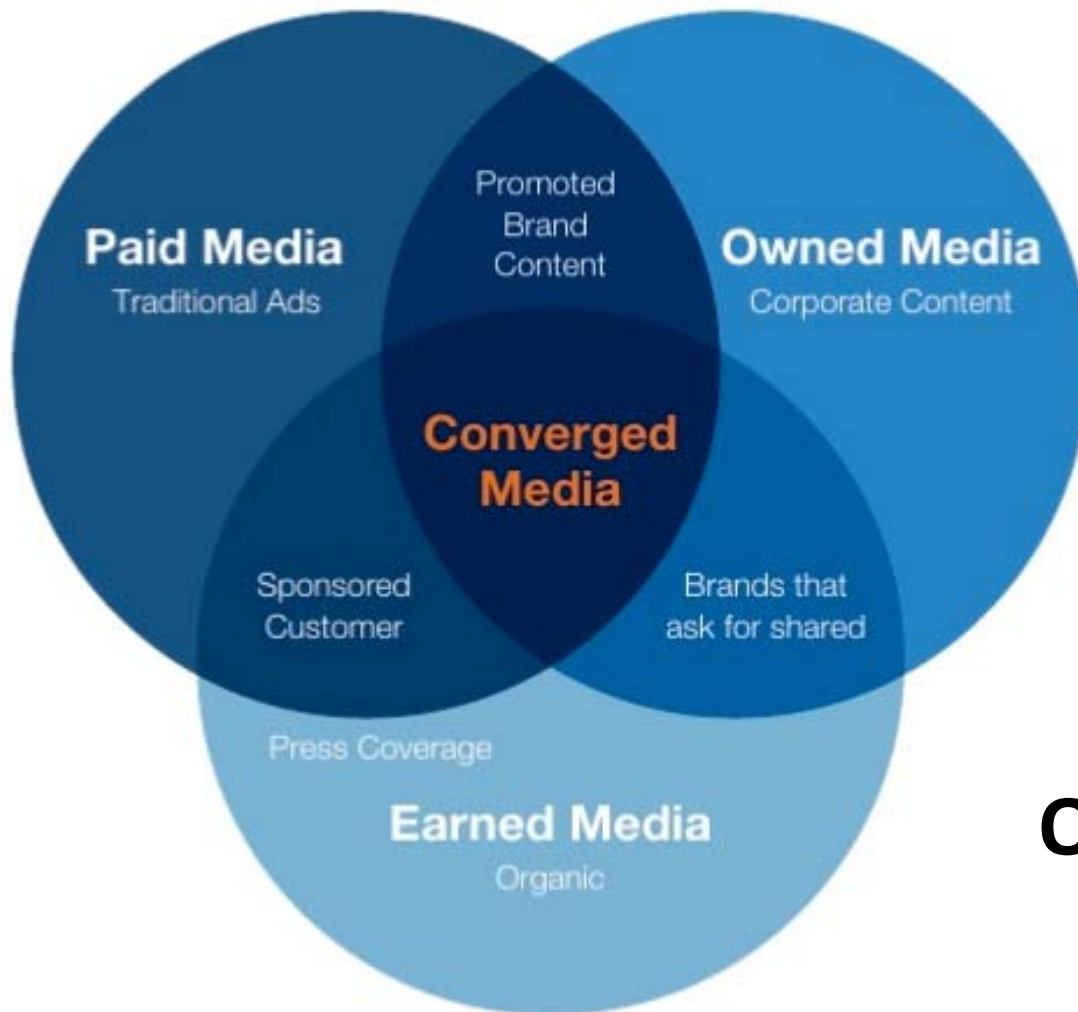


Ivy Lee's Declaration of Principles, 1906



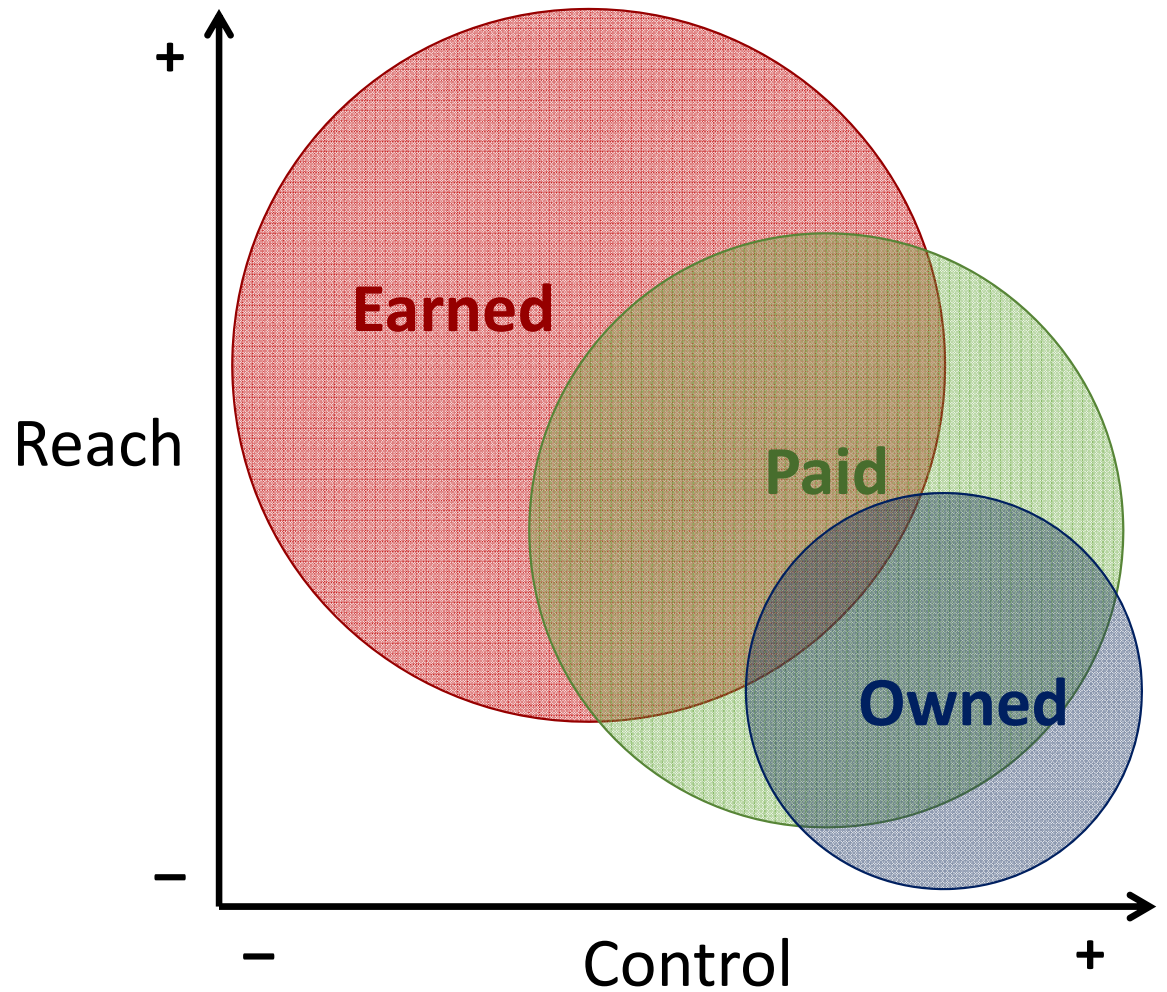
Components and Functions of PR





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:

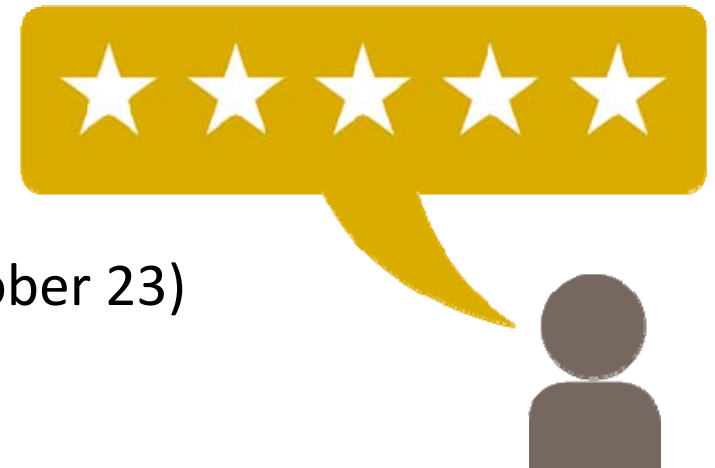
Stakeholder Engagement Analysis

- 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



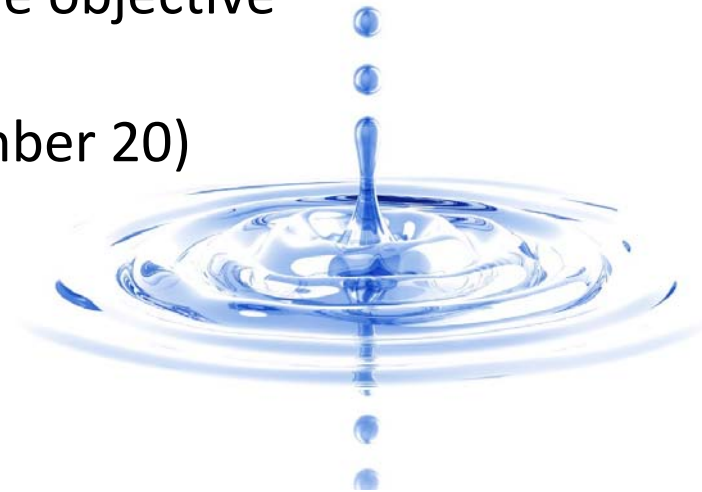
Assignment Overview: Reputation Audit

- 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)

