

# Connecting PR

**COMM 386R**  
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November 27, 2017

Image source: hackernoon.com

# Agenda

1. Cross-sector collaboration
2. PR and brand
3. Practicing PR
4. Key course concepts and trends
5. Questions about Marketing PR Proposal
6. Reminders
7. Course evaluations

# Cross-sector Collaboration, in your words

“If companies want to collaborate... they need to be seen as having a good reputation.”

– Megan H.

“[PR] sets forth the framework of the relationship between organizations, and how the public views the relationship/ partnership.”

– Zane

“Cross-sector collaboration can show... that the firm cares enough about the other players in [its] chain (or the community).”

– Bryan

“PR plays a huge role... because it helps the entire organization communicate and be transparent [in its] acts.”

– Pavani

“...it governs how collaborators engage with one another, and how they... communicate their goals and their results to their stakeholders.”

– Bonnie

“...a [PR]-based, integrated approach to build the commons for the community.”

– Helen

“PR plays an important role... because trust is a key element to making collaborations succeed.”

– Ece

**“Brands Are Made, Not Born”**

**“Our Brand Is Our Bond”**

A black and white soccer ball is shown hitting a white goal net. The ball is positioned on the left side of the frame, and the net is visible in the foreground. The background is a solid green color.

## Practicing PR

1. Earn trust by being trustworthy
2. Get out of the office
3. Be curious and conversational
4. Get nerdy, and do your homework
5. Know your audience
6. Be a tireless what-if-er
7. Make friends
8. Manage risk
9. Never stop scanning
10. Be in the moment, *and* think long-term

# Major Course Components

1. Context: trust, responsibility, ethics
2. Stakeholder engagement
3. Corporate communications
4. Reputation management
5. Events and marketing PR



# Components and Functions of PR

Issues & Crisis Management

Philanthropy

Sustainability/CSR

Investor Relations

Media Relations

Social Media

Employee Relations

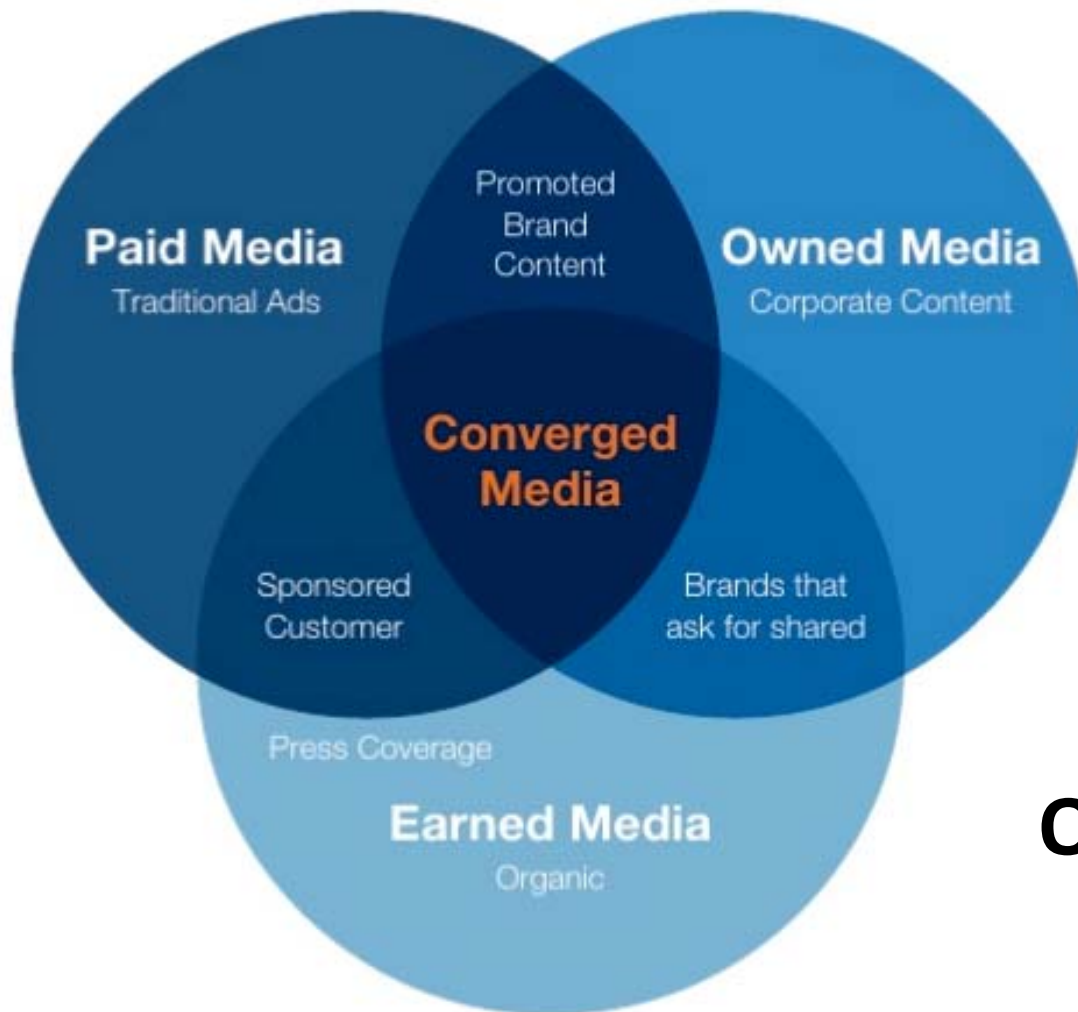
Government Relations

Events

Development & Fundraising

Sponsorship





## Types of Media: Owned – Paid – Earned

# 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



## Exercise: Key Takeaways



Think of one key takeaway from the course, and capture it in one of the following forms:

- A tweet, up to 280 characters (the new limit as of Nov 7);
- A symbol;
- An infographic;
- An Instagram image (described or drawn) and caption; or
- An article headline

# **Marketing PR Proposal: any questions?**



# Reminders

Marketing PR Proposal due Sunday, December 10

Grading Guidelines posted on the course blog

I am available by email during the exam period

Guest speaker next class

Avoid workout apparel, fashion hats

Be on time

No coming and going

No food (but beverages OK)

Come prepared to engage





# **COMM 386J: Strategies for Responsible Business**

**Tue/Thu 9:30-11:00 am**


or

**Tue/Thu 11:00 am-12:30 pm**

Counts for Sustainability Concentration  
Co-taught with Dale Griffin  
No final exam



**Thank you. Keep in touch.**

A red speech bubble is the central focus, hanging from a white string. It has a small hole at the top where the string is attached. The bubble is filled with a solid red color. In the background, there are several other speech bubbles in various colors: blue, orange, purple, and pink. They are also hanging from strings and are slightly out of focus. The background is a solid light blue color.

# **Course Evaluations**