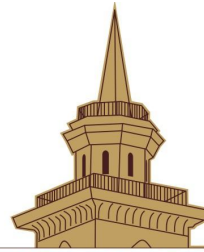


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# What is Public Relation?

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- 



# ***The Fall of Advertisement and the rise of PR.***

- Al and Laura Ries, authors of this book, argument that it was PR – not advertisement - that launched brands: Starbucks, Palm, the Body Shop, Walmart, Red Bull, etc.



- **Public** - any group of people who share common interest or values in a particular situation.
- When a public has a relationship with your organization, the public is called a **stakeholder**.



# ***Comprehensive definition of public relations***

- Public relations is a management function.
- Public relations involves to way communication.
- Public relations is a planned activity.
- Public relations is a research - based social science.
- Public relations is socially responsible.





# Marrying Theory and Practice

- **Heuristic** – using educated guesses based upon trial and error to reach a satisfaction solution.
- **Theoretical** – decisions rest on tried and tested models verified through social science research.
- **Axioms** – self-evident or universally recognized truths, than the natural sciences.



# ***Four models of practitioners***

1. ***expert prescribe*** (as an authority on both public relations problems and solutions).
2. ***communication technician*** (hired primarily for writing and editing skills)
3. ***communication facilitator*** (who serves as a liaison, interpreter and mediator between the organization and its publics)
4. ***problem – solving process facilitator*** (who collaborates with other managers by helping them define and solve problems)



# ***The Public Relations Process***

Public relations is conducted within the framework of a four- step process.

**Remember:** This is public relations, the profession of a thousand definitions.





# ***The Traditional Four-Step Model of the Public Relations Process***

**ROPE:** Research Objectives Programming  
Evaluation

**RACE:** Research Action Communication  
Evaluation

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# ***Public Relations Process***

- Research- the Discovery phase
- Planning- the Strategy phase
- Communication- the Execution phase
- Evaluation- the phase of Measurement



# ***The Dynamic Model of the PR process***

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# ***The role of values in public relations***

Key component: **values**

Values are defined as the fundamental beliefs and standards that drive behavior and decision making.




# ***Values-Driven Public Relations***

How can organization try to ensure that their actions match their words?

We advocate an approach we call  
**values-driving public relations.**


???? Алма



PR is the values-driven management of relationships between an **organization** and the **public** that can affect its success.

Values incorporated: planning and communication

*If that sounds easy, it isn't.*



# ***Whose values should you follow*** **?**

An organization must: **Identify and Consider its own values.**

Sometimes it is hard to decide which values to follow.

Conflict between **organization** and **social values**, organization must make a difficult choice.



Values-driven public relations is similar to the traditional four-step approach to PR but it has significant differences.