

# Public Relations

- Organisational Communication:
- Concerned with global positioning of firm's corporate image; giving a unique & recognisable identity, distinct from that of competitors.
- “US” vs. “THEM” (*not oppositional or confrontational but distinctive*)

# What can PR Achieve?

- Higher corporate/brand profile, reputation & image.
- Development of effective communications with constituencies
- Creation of consistent message, & communicating & channelling this to correct target audiences.
- Good publicity for goods & services --> makes selling process easier

# Identifying PR's targets

Make a census & list media to reach them:

- Internal: staff, sales force
- External (direct): customers, suppliers, distributors, shareholders, sub-contractors, financial community
- External (indirect): competitors, opinion leaders, govt / decision-makers, administration, local MP's

# Components of a firm's image

<b>Nature</b>	<b>Target</b>	<b>Basis</b>
<b>Internal</b>	<b>Staff/ Personnel</b>	<b>Sense of belonging</b>
<b>Financial</b>	<b>Eco&amp;financial community</b>	<b>Appreciation of firm's value</b>
<b>Technologic al</b>	<b>Professional milieu</b>	<b>Knowledge &amp; future of firm</b>
<b>Product based</b>	<b>Consumers/ Customers</b>	<b>Trust in firm's name &amp; promises of brand</b>
<b>Public</b>	<b>General public Media Govt / State Opinion leaders</b>	<b>Integration of firm; contribution to general interest</b>

# Managing Image

- Firm's image = sum of various images.
- Equilibrium of each component
- Image, whether +ve or -ve, is not final - evolves over time
- Image is not universal. Can vary in terms of targets

# 3 images

- Real image (objective; what the firm is)
- Acquired image (subjective; way firm is perceived)
- Desired image (way firm would like to be perceived)

# Knowing the target audiences

- **Characteristics:** number of pp, age, sex, geographical location, social & professional status, education, cultural habits, behaviour
- **Expectations:** interests, worries, non-satisfaction
- **Relays:** transmission networks (media, specialised organisations, trade unions, professional clubs, etc.); events (forum; seminars, meetings)
- **NB:** Data should be updated regularly

# Prioritise

- Categorise targets
- Determine primary & secondary targets
- Will influence communication plan:
  - techniques (press campaign, sponsoring, meetings, etc.)
  - & budgeting