Public Relations Theory and Practice
PRT 310S
Ms. Bertha Amakali
Topic

- Introduction
- PRT Study Guide
- Students read the following Units: 1,2,3,4,5,6,7,8,9,10,11,12 & 13
Unit 1: Definition and components of Public Relations
Unit 1

Public Relations
- Definition of PR?
- Characteristics of PR
- PR Compare with other Profession
- Functions and Technique of PR
- Basic Public Relations Principles

- Activity 1 (Pg 14)
- Activity 3 (Pg 23)
What is PR (group work)

1. What are the perceptions about PR?
2. What is not Public Relations
3. What is Public Relations Associate with?
4. What is Public Relations?
What are the perceptions about PR?

"Apart from your mother, who else thinks you're doing a good job as chairman of the company?"
What is not public Relations
What is Public Relations Associate with?
What is Public Relations?
Four definition

1. Public Relations Society of America (PRSA),
2. the International Public Relations Association (IPRA),
3. the British Institute of Public Relations (IPR)
4. and the Public Relations Institute of Southern Africa (PRISA).
What is Public Relations Associate with?

1. Journalism
2. Marketing
3. Advocacy
4. Management
5. Propaganda
Activities

• Activity 1 (Pg 14)

• Activity 3 (Pg 23)
Unit 2

Public Relations Practitioner
- Public Relations profession as a Management field
- Corporate PR
- Consultative PR
- Challenges and Opportunities in PR
- Characteristic of Public Relations Practitioner

- Activity 2 (pg38)
Public Relations: a Management function

CEO

Public Relations

Human Resources  Sales  Marketing
Class discussion
Corporate Public Relations

• Characteristics of Corporate PR

• Advantages

• Disadvantages
Class discussion
Consulting Public Relations

• Characteristics of Consulting PR

• Advantages

• Disadvantages
Public Relations Function

1. Media relations
2. Corporate reputation management
3. Publications
4. Branding corporate advertising
5. Sponsorship
6. Promotional activities
7. Issues risk management
8. Lobbying
9. Networking/Social media
10. Research
11. Planning and advising
12. Media placement
13. Organising
Techniques of Public Relations

1. Business knowledge
2. Writing
3. Editing
4. Production
5. Speaking
6. Training
7. Management
8. Corporate image/corporate identity
9. Sponsorship/Social investment (e.g. bursary)
10. Media relations (media releases)
11. Publicity (pay advertisement, newsletter)
12. Corporate advertising
13. Promotional activities
14. New media (face book, twitter, blogging)
What to look for in a public relations practitioner (characteristics)

- Organisation ability and administrative talent
- Communication proficiency
- Critical thinking
- Problem solving
- A lively, enquiring mind.
- Tenacity and adaptability
- Moral courage and integrity
- Researcher
- Proactive
- Professionalism
- Culturally sensitive
Unit 3

Discuss the history of Public Relations in the following Countries

• The USA

• South Africa

• Namibia

Activity1 (Pg28)
Activity

• What do you find to be significant in terms of the history of Public Relations as it pertains to the United States of America, South Africa and Namibia? Is the history of PR in the USA similar to that of South Africa and Namibia? List some reasons why PR was introduced in these countries.
The impact of technology on Public relations strategy and tactics
Unit 4

Communication Channels

• Print Media
• Electronic Media
• New Media
• Activity 2- Pg. 50
Unit 5

Public Relations and Research

• Type of Research
• Formal Research
• Informal Research
• Research Brief
• Research Proposal
• Activity 4. Pg. 64
Public Relations research usually consists of investigating three aspects

1. Client or organisation required the research
2. Opportunity or problem to be addressed
3. Audience to be targeted
Two Types of research

1. Informal research

1. Formal research
   - **Qualitative** research
     - Use words to describe instead of number
   - **Quantitative** research
     - It use numbers to describe instead of words
Unit 6

Public Relations Campaign

• How to plan a public Relations Programme
• Activity 1. Media campaign - pg.70
Media Campaign

1. Defining the situation (situation analysis) / Current situation/Background
2. Setting the objectives
3. Determining the target audience
4. Developing the message
5. Analyze the access to media and Activities -
6. Budget
7. Defining timeline and milestones / taking action
8. Review and evaluation
Unit 7

Writing Media Releases and Speaking in Public Relations

- Speaking to media
- News Values

Three type of model of compiling the press release

- The SOLAADS
- The NIBSS model
- The Five W’s and H model
The nature of the print media

- Newspapers in Namibia may be classified as follows:
- National: (daily or weekly)
- Regional
- Urban/city
- Knock-and-drop:
- Magazine
- Press Kits
Advantages and Disadvantages of Mass media

• Print media

• Broadcast media

• New Media
Three media theories

1. Two-step flow

2. Agenda setting

3. Framing
WRITING A NEWS RELEASE

• In order to persuade the media to use the story, WHAT characteristics should it have?

(i) it must have news value
(ii) it must be written and structured like a ‘real’ news story.
News values

1. Timeliness:
2. Negativity:
3. Conflict:
4. Closeness to home
5. Personality and celebrity:
6. Size:
7. Size People
8. Oddity:
9. Human interest:
Models for the construction of the media
Release

1. Five Ws and H
2. SOLLADS
3. NIBSS
Unit 8

Crisis Communication

• Steps in Crisis Communication

• Activity 2. React to crisis: pg 92
Crisis management
Crisis management

1. Do not stonewall.
2. Respond quickly and proactively.
3. Get all the facts together.
4. Decide what you are going to say, and make sure everyone in the organisation is saying the same thing.
5. If you are at fault, apologise.
6. If you are explaining how an error came about, make sure your explanation is credible.
7. Honesty is the best policy.
8. Move on.
Unit 9

Corporate Social Investment (CSI)

- Difference between Corporate Social Responsibility (CSR) and Corporate Social Investment (CSI)
- Definition of Corporate Social Investment
- Area of focus for CSI
- Activity 2 Corporate Social Investment - pg 98
What is Corporate Social Investment (CSI)

- Is the **funding** of, and **involvement** in, socio-economic upliftment. It excludes employee’s benefits and sponsorship, and usually concentrates on the following areas of involvement;
Unit 10
Public Relations and Related Field (Marketing and Advertising)
• Six prime facets of Marketing exam
• What is integrated marketing communication?
• Types of advertising in PR practice
• Types of publicity used in PR practice exam
• Activity 2 Publicity use in PR : Pg 108
The six prime facets of marketing

1. Research
2. Merchandising
3. Advertising
4. Sales Promotion
5. Selling
6. Public Relations
Type of advertising and publicity

- House Ads
- Public Service Announcement (PSA's)
- Institutional Advertising
- Commercial Advertising by Non-Profit Organisations
- Organisational Publications
- Newsletters
Unit 11

Role of PR in Society

• Perception how society see PR
• Positive impacts of public relations on society
• Negative impacts of public relations in society
• Activity 1 PR in Society : pg 112
Unit 12 & 13

Ethics in Public Relations

- Code of Ethics and Professional Standards for the Practice of Public Relations and Communication Management
- Global Protocol on Ethics in Public Relations
- Code of Professional Standards
• I thank you