

The background is a dark teal gradient. In the corners, there are decorative white circuit-like lines with small circles at the ends, resembling a network or data flow diagram.

# GOALS OF PUBLIC RELATIONS

Lecture 3

The background is a dark teal gradient. In the corners, there are decorative white line-art elements resembling circuit boards or neural networks, with lines connecting to small circles.

Edward Bernays defined the  
role of Public Relations as

“The Engineering of Consent”



Enhance a company's reputation

Helps the company to achieve its full potential

Provide an organization or individual exposure to their audience

Build rapport (bond) with employees, customers, investors, voters or the general public

Build favorable image

Monitor outside opinion and convey this intelligence



**HOSTILITY**



**Sympathy**

**Prejudice**



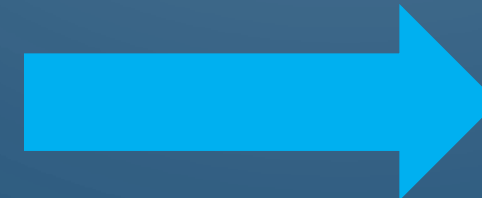
**Acceptance**

**Apathy**



**Interest**

**Ignorance**





**Knowledge**

The background is a dark teal gradient. In the corners, there are decorative white circuit-like lines with small circles at the ends, resembling a network or data flow diagram.


# DIFFERENCE BETWEEN PR & ADVERTISING



Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.



While public relations role is of informing, educating and creating understanding through knowledge for the same product.



PR is not form of advertising and is in fact bigger activity than advertising.

PR relates to all the communication of the total organization while advertising is mainly limited to marketing functions.



At times advertising may not be used by an organization, but every organization is involved

# 1. PAID SPACE OR FREE COVERAGE

## Advertising:

- The company pays for ad space. You know exactly when that ad will air or be published.

## Public Relations:

- Your job is to get free publicity for the company. From news conferences to press releases, you're focused on getting free media exposure for the company and its products/services.



## 2. CREATIVE CONTROL VS. NO CONTROL

### Advertising:

- Since you're paying for the space, you have creative control on what goes into that ad.

### Public Relations:

- You have no control over how the media presents your information, if they decide to use your info at all. They're not obligated to cover your event or publish your press release just because you sent something to them.

# 3. SHELF LIFE

- Advertising:
- Since you pay for the space, you can run your ads over and over for as long as your budget allows. An ad generally has a longer shelf life than one press release.

## Public Relations:

- You only submit a press release about a new product once. You only submit a press release about a news conference once. The PR exposure you receive is only circulated once. An editor won't publish your same press release three or four times in their magazine.

-

## 4. WISE CONSUMERS

### Advertising:

- Consumers know when they're reading an advertisement they're trying to be sold a product or service.

### Public Relations:

- When someone reads a third-party article written about your product or views coverage of your event on TV, they're seeing something you didn't pay for with ad dollars and view it differently than they do paid advertising.

-

# 5. CREATIVITY OR A NOSE FOR NEWS

- Advertising:
- In advertising, you get to exercise your creativity in creating new ad campaigns and materials.

## Public Relations:

- In public relations, you have to have a nose for news and be able to generate buzz through that news. You exercise your creativity, to an extent, in the way you search for new news to release to the media.

# 6. TARGET AUDIENCE OR HOOKED EDITOR

- Advertising:
  - You're looking for your target audience and advertising accordingly. You wouldn't advertise a women's TV network in a male-oriented sports magazine.
- Public Relations:
  - You must have an angle and hook editors to get them to use info for an article, to run a press release or to cover your event.

# 7. SPECIAL EVENTS

- Advertising:
- If your company sponsors an event, you wouldn't want to take out an ad giving yourself a pat on the back for being such a great company. This is where your PR department steps in.

## Public Relations:

- If you're sponsoring an event, you can send out a press release and the media might pick it up. They may publish the information or cover the event.

- 

-

# 8. WRITING STYLE

## Advertising:

- Buy this product! Act now! Call today! These are all things you can say in an advertisement. You want to use those buzz words to motivate people to buy your product.

## Public Relations:

- You're strictly writing in a no-nonsense news format. Any blatant commercial messages in your communications are disregarded by the media.

- 

-