



## the idea behind public relations

**The idea behind public relations is to create a good image with the public.**

- Most groups want the public to know of the good things they do, or to put a positive spin on things they are doing.
- Public relations can mean that a group deals directly with the public (e.g., through direct mail to the home).
- But usually public relations means a group, company or organization

attempts to get favorable news coverage.

**Organizations try to get favorable news coverage by telling news organizations about what they are doing.**

- For example, the White House might issue a short notice to the media (such as a "press release") that notes that the crime rate is going down (true; this can be factually proven) and that claims that the President's policies are the reason for this decline (an argument which some

support and others will contest).

- This is the part of the press release which focuses on making the White House and President look good.

**A key goal of organizations using public relations: Get your message into the media, as news.**

News has higher credibility than advertising, so getting reporters to deliver your message to the public is ideal.

## who uses public relations?

### 1. Governments use Public relations.

About 15,000 public relations people work for the U.S. government, spending about \$3 billion a year. Every member of Congress has a public relations staff person (or two or three).

The White House produces 15-35 press releases every day. A press release is an announcement about something that is going on that might seem newsworthy.

### 2. Politicians/ candidates use public relations.

The recent presidential election use public relations and advertising in ways never before imagined. The Democratic VP announcement was made via text messaging.

### 3. Educational institutions use public relations.

The University of Oregon issues press releases, video news releases, buys advertising time and space, and maintains an active and varied online presence.

### 4. Non profit groups (such as the Girl Scouts)

All those little girls selling cookies are a big part of this effort.

### 5. Professional organizations such as the American Bar Association (lawyers), the American Dairy Farmers, Raisin Growers, etc.

Many of these groups will rely on ads (such as the Dairy Farmers' highly successful "Got Milk?" campaign), but they also work hard to get their message into news stories (with press releases, for example, that note that milk is a good source of calcium and thus a good tool in the fight against osteoporosis).

### 6. Entertainment and sports figures. Teams, individuals, events (Special Olympics, etc.) and actors rely heavily on public relations agents.

The key rule of thumb here is that any media coverage may be better than none at all.

### 7. Businesses use public relations.

And spend billions of dollars a year on it!

## unethical behavior in public relations

**Actions deliberately taken by PR, advertising, and marketing professionals that may include any of the following:**

- deception (including lying and withholding information to create a false impression)
- faking corporate social responsibility (CSR), as in "greenwashing"
- creating misleading images in message construction to imply something that may not represent reality
- lack of transparency in word-of-mouth marketing and social network public relations
- conflicts of interest
- using persuasive techniques that violate the integrity of the audience

**Ethical behavior in PR can be looked at in three ways:**

- From a social responsibility perspective,
- From a professional perspective,
- From a personal perspective.

### Social Responsibility

- The idea that organizations and institutions are obligated to society.
- Because they exist at the behest of society (society allows them to exist),

**Thus, they owe a debt of gratitude to society. Categories of Social Responsibility**

- Performance of the organization's basic task
- Concern with the consequences of those activities on other groups outside the organization
- Concern with helping to solve general social problems not connected with the organization's primary responsibility

**The first two can be viewed as public responsibility, which is always binding on the organization.**

**The third category could then be classified as social responsibility, which is not obligatory for the organization.**

PR helps by communicating to the organization what various publics believe to be responsible behavior, and then communicate to the publics what the organization has done.

# professionalism & ethics



## A code of ethics

- to guide the members of the profession in their decision making

## Technical skills acquired through professional training

- that allows them to practice what they have learned

## An intellectual tradition and an established body of knowledge

- which places knowledge first and standardizes what needs to be known to

be a professional

## What is a profession?

Originally, there were just three “Learned Professions.”

### Medicine, the Law, and the Clergy

#### What made them professionals?

- They were literate
- They had to go to school to learn their professions
- They received technical training

#### Why would anyone want to be a professional?

##### Money

- Professionals make more money than most occupations

##### Altruism

- Professionals are supposed to care about the well being of others over themselves

##### Status

- Professions possess greater status than other occupations, partly because they are believed to care about the good of others and of society more than their self interest.

## characteristics of a profession

### A set of professional values

- such as belief in serving others and having autonomy over their decision making.

### A strong professional organization

- that represents the entire profession

## For any occupation to become a profession, it must meet 4 criteria:

- Expertise—the specialized knowledge and skills that are vital to perform its function in society;
- Autonomy—allows the practitioner to practice without outside interference;
- Commitment—the outcome of expertise, implies devotion to the pursuit of excellence without emphasis on the rewards;
- Responsibility—means that the power conferred by expertise entails a trust relationship between the professional and his/her clients.

SACRE BOVIS  
HAMBERGERAS  
OPTIMUS FIANIT!



# Professional-Client Relationship

The central issue in the professional-client relationship is the allocation of responsibility & authority in decision making—**who makes the decisions?**

The options range from almost total client control to almost total professional control.



The most appropriate model is the Fiduciary model

**Both parties are responsible for decision making and their judgments are given equal consideration.**

Under this model:

**the professional:**

- takes the client's problem
- canvasses all possible solutions,
- presents the most viable options along with cost/benefits of each,
- and makes a recommendation based on professional expertise.

**the client:**

- provides all relevant information,
- reviews all options,
- and makes a decision based on the professional's recommendation and his/her own expertise in the matter.













**This model allows clients as much freedom to determine how their lives are affected as is reasonably warranted on the basis of their ability to make decisions.**

- The weaker party (client) depends upon the stronger party (professional) and so must trust the stronger party.
- Thus, the professional has a special obligation to the client to ensure that the trust and reliance are justified.

**Remember. PR practitioners are always morally obligated:**

- To themselves—to preserve their own integrity;
- To their clients—to honor contracts and to use their professional expertise on their client's behalf;
- To their organization or employer—to adhere to organizational goals and policies;
- To their profession and their professional colleagues—to uphold the standards of the profession and, by extension, the reputation of their fellow practitioners; and
- To society—to consider social needs and claims.

# What is ethical communication?

<b>WHAT YOUR CLIENT/ PRODUCT REALLY IS</b>				
<b>WHAT YOU SAY YOUR CLIENT/ PRODUCT IS</b>				
<b>WHAT PEOPLE BELIEVE YOUR CLIENT/ PRODUCT TO BE</b>				
	<b>ETHICAL, SUCCESSFUL COMMUNICATION</b>	<b>ETHICAL, UNSUCCESSFUL COMMUNICATION</b>	<b>UNETHICAL, SUCCESSFUL COMMUNICATION</b>	<b>UNETHICAL, UNSUCCESSFUL COMMUNICATION</b>