

WEEK 14

Learning Outcomes:

By the end of the lesson, the students will be exposed to:

- The goals of communication,
- Communication Model,
- Issues and Crisis Communication

Communication



The Goals of Communication

- The third step in the PR process is communication.
- Also called execution--the most visible part of public relations work.
- Communication is the implementation of a decision, the process and the means by which objectives are achieved.

The Goals of Communication

- The traditional approach of simply obtaining publicity in the mass media is no longer sufficient.
- “PR program planners need to re-examine their traditional approaches to the practice and think about media broadly and strategically. PR media planners must now address some of the same questions that confront advisers.”



The Goals of Communication

- What media best meet a program's objectives?
- How can media be combined to enhance program effectiveness?
- What media are most efficient to reach key audiences?

A PR Perspective

- Is the content of the message
 - appropriate?
 - meaningful?
 - memorable?
 - understandable?
 - believable?



A PR Perspective

- Five possible objectives:
 - message exposure
 - accurate dissemination of the message
 - acceptance of the message
 - attitude change
 - change in behaviour

Communication Model

- SMCR (Berlo)
- Source
- Message
- Channel
- Receiver
- and...feedback



Issues

- Paying Attention to the Message?
 - Uses & Gratifications
- Understanding the Message?
 - Writing for Clarity
 - The simpler the writing, the easier it will be for audiences to understand
 - Use symbols, acronyms, & slogans
 - Mercedes Benz star, Nike swoosh

Issues

- Use symbols.....
 - Acronyms like NOW are good
 - Slogans like “Don’t leave home without it” are too
- Avoid jargon
- Avoid cliches and hype words
- Avoid euphemisms
- Avoid discriminatory language

Issues

- Believing the Message?
 - Source credibility helps
- Remembering the Message?
 - Repetition is necessary because members of a target audience don't all see or hear the message at the same time.
 - Repetition reminds the audience.
 - Repetition helps the audience remember the message.
 - Repetition improves learning and decreases audience resistance.

Issues

- Acting on the Message?
 - 5-stage adoption process
 - Awareness
 - Interest
 - Evaluation
 - Trial
 - Adoption



Crisis Communication

- Crisis defined: “Situations characterized by surprise, high threat to important values, and a short decision time.” (Holsti)
- 89% of CEOs of Fortune 500 report that crisis is inevitable--50% admitted that they did not have a crisis management plan.

Crisis Communication

- How to communicate during a crisis:
 - Put the public first.
 - Take responsibility.
 - Be honest.
 - Never say “No comment.”
 - Designate a single spokesperson.
 - Set up a central information centre.

Crisis Communication

- How to communicate during a crisis:
 - Provide a constant flow of information.
 - Be familiar with media needs and deadlines.
 - Be accessible.
 - Monitor news coverage and telephone inquiries.
 - Communicate with key publics.

Crisis Response Strategies

- Attack the Accuser
- Denial
- Excuse
- Justification
- Ingratiation
- Corrective Action
- Full Apology



Risk Communication

- Any verbal or written exchange that attempts to communicate information regarding risk to public health and safety to the environment.