

# Week 12

## Client Research

- If the organization is a business, the practitioner with its products and services as well as the overall competitive environment.
- If the organization is non-profit, the practitioner must become acquainted with the services provided and the organization client, including the precise mission of the organization, management goal, priorities and problem.

# Opportunity of problem research

- Public relations programs that arise out of opportunity are called proactive programs.
- Proactive programs may seem extravagantly expensive to management but these programs often head off the needs to respond to problem with more expensive reactive program.

- The proactive program is like preventive medicine, or the concept of wellness now being widely promoted by health maintenance organizations.
- The reactive program - becomes necessary and perhaps beneficial.
- Proactive programs are generally long range in nature while reactive programs are naturally short range.

# Audience identification

- A business that provides products or services is concerned with consumer as an important public.
- All generations have unique groups of constituent audiences or special publics. The organization's home community should be segmented into community media, community leaders and community organizations.
- Government public should be subdivided into federal, state, country and city levels.

# Major Publics

- Media Publics
- Employee Publics
- Member Publics
- Community Publics
- Government Publics
- Investor Publics
- Consumer Publics
- International Publics
- Host country leaders
- Special Publics
- Integrated marketing communication.

