

Brookline Brighton Bootcamp

Public Relations (course 5B)

Amy Shanler

May 24 and 26, 2022



College of Communication

Meet your professor



Amy Shanler

Associate Professor of the
Practice, Public Relations
PRLab Co-Director

shanlera@bu.edu

 [@amyshanler](https://twitter.com/amyshanler)

Building Goodwill with Stakeholders



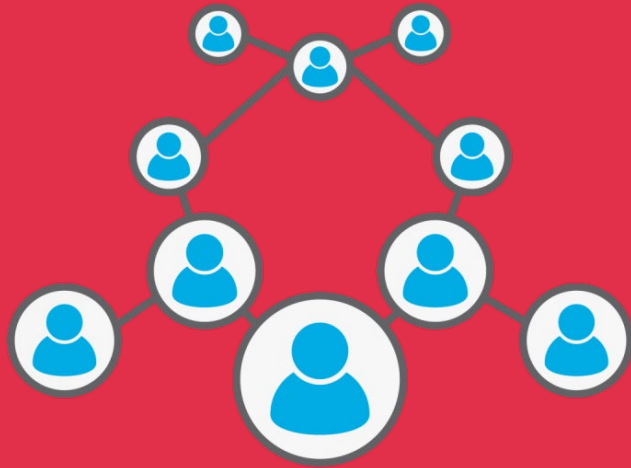
College of Communication

Let's Define "PR"

A **strategic communication** process that builds **mutually beneficial relationships** between organizations and their **publics**.

-Public Relations Society of America

Who ARE our stakeholders?



Employees
Customers
Suppliers
Business partners
Investors
Donors
Volunteers
Community beneficiaries
Government officials
Media and influencers
Social media communities

What Does This All Have To Do With You?



From “The Ultimate Reputation Guide”

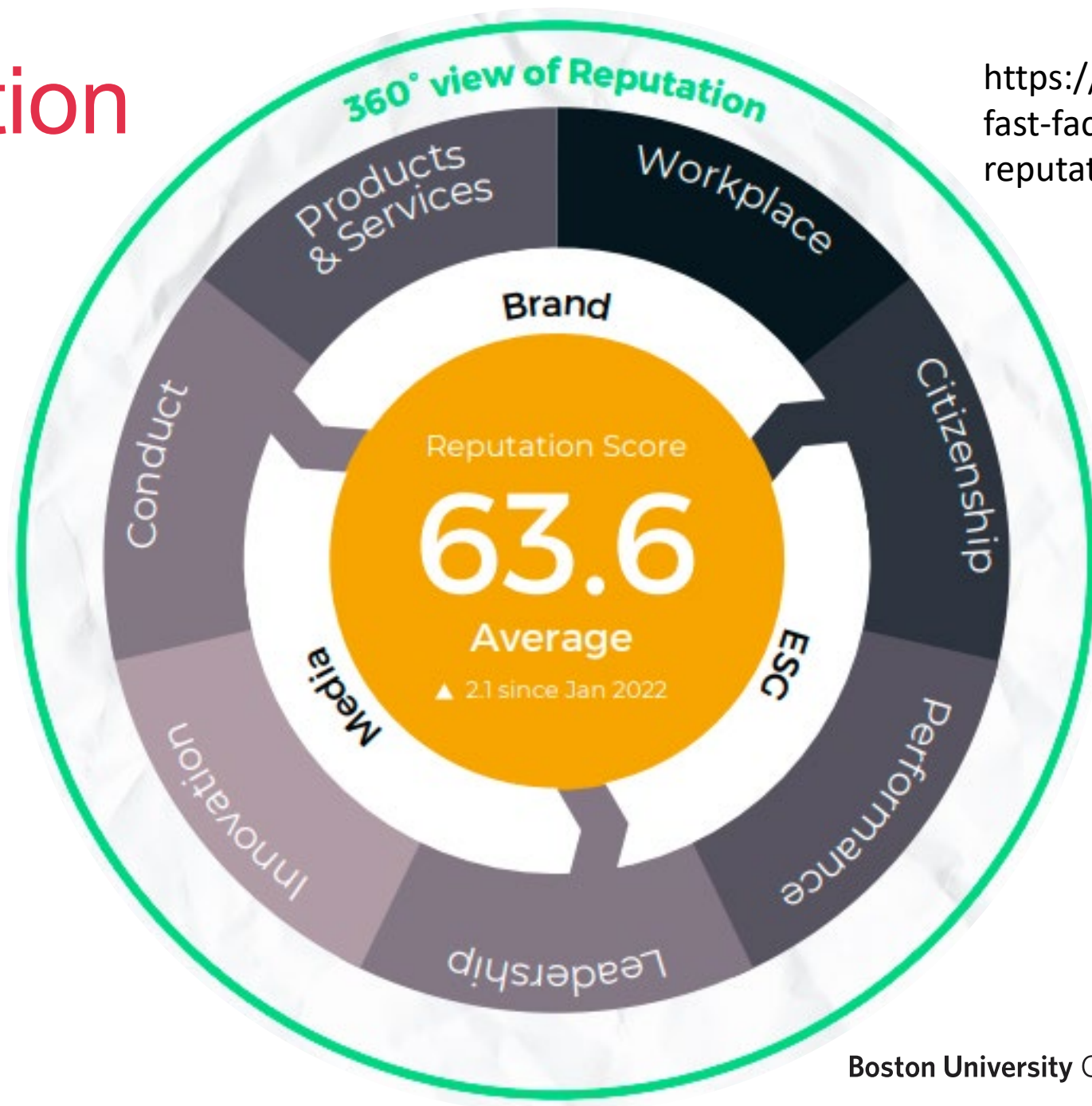
With a
GOOD
reputation,
80% of key
stakeholders
will...



With a
BAD
reputation,
90% of key
stakeholders
will not...

Reputation Drivers

<https://www.reptrak.com/blog/fast-facts-the-ultimate-reputation-guide/>



BRAND

The unique promise a company crafts and makes to its stakeholders

REPUTATION

The degree to which a company fulfills its promise in the eyes of its stakeholders

How You Fulfill Your Promise to Stakeholders

Stakeholder	How would you rate: positive, negative, neutral, why?
Example: Customers	
Example: Employees	
Example: Media	
Add as many rows so you can capture all stakeholders who are important to the organization	

Building Goodwill and Reputation Starts With the Basics: Look to the Page Principles

1. Tell the truth.
2. Prove it with action.
3. Listen to stakeholders.
4. Manage for tomorrow.
5. Conduct public relations as if the whole enterprise depends on it.
6. Realize an enterprise's true character is expressed by its people.
7. Remain calm, patient and good-humored.

Put It Into Practice

- Maintain the positive
- Turn neutral relationships to positive ones
- Improve the negative

1. Listen
2. Consider
3. Take Action
4. Communication
5. Evaluate

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

-Warren Buffet



College of Communication

When the Going Gets Tough

Manage issues before they become a crisis



Issue



Crisis

What Could Possibly Go Wrong?

Use the chat or share all of the potential things that might go wrong at your organization (beyond the day-to-day).

Eye On Crisis Readiness

- How ready are you for the issues?
- Do you have a plan in place?
- If not, what can we do to prepare?
 - Operations
 - Communications
 - Processes
 - Personnel

Crisis Management Tips

- Build your bank of goodwill and trust before you need it
- Tell the truth – communicate with those affected
- Show empathy
- Do the right thing (action matters more than words)
- Even if you didn't cause the situation, you have a responsibility to your stakeholders

Bringing it all Together

- Consider your stakeholders' needs – in both good and challenging times
- As you make decisions, think of how they will affect all of your stakeholders
- Act first, then speak
- Even if you didn't cause the situation, you have a responsibility to your stakeholders
- Reputations drive business results
- If you make people feel good, they will do your PR for you

Addendum

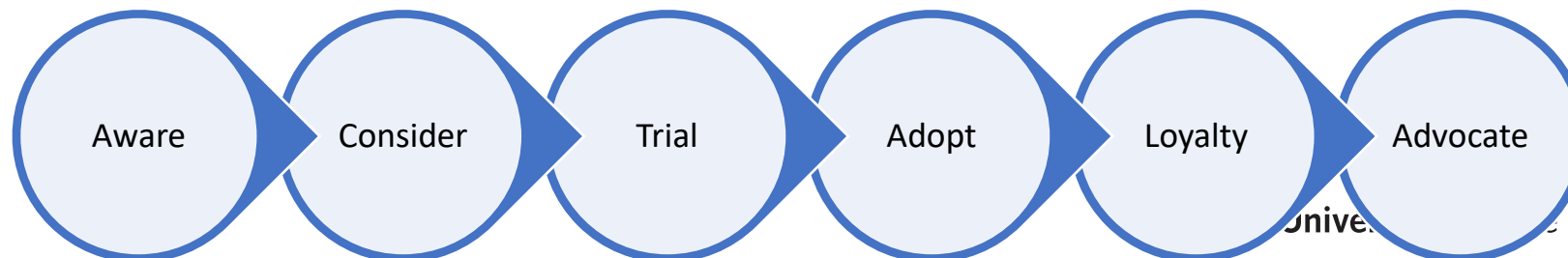


College of Communication

Communication Objectives

What are 3 specific communication objectives that will contribute to our goal? These should be specific, measurable, attainable, relevant and time bound. Accomplishing these will help you achieve the previously stated goal. For example (choose 3 max):

- Increase awareness by X% as measured by _____ by (date).
- Drive consideration by X% as measured by _____ by (date).
- Spur trial by X% as measured by _____ by (date).
- Increase adoption by X% as measured by _____ by (date).
- Spark loyalty by X% as measured by _____ by (date).
- Encourage advocacy by X% as measured by _____ by (date).

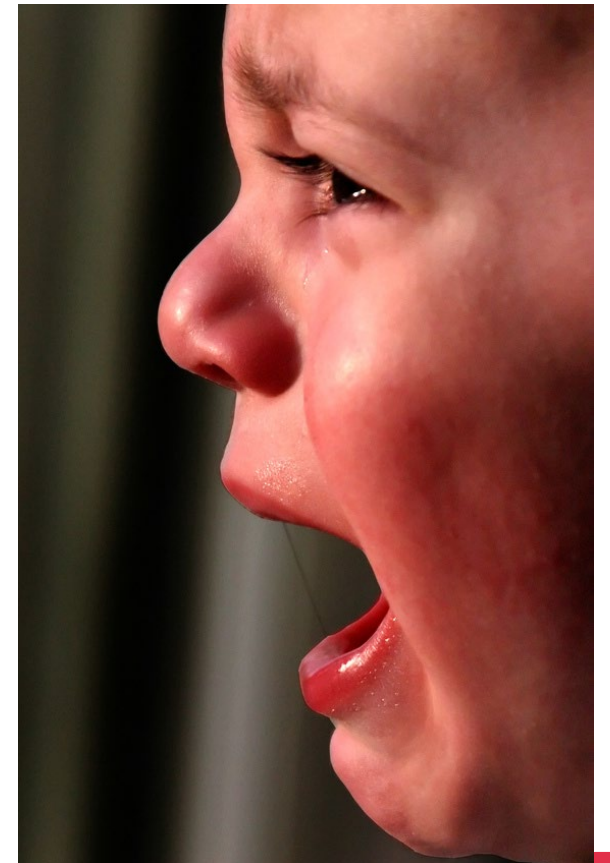


Unlike Paid... we have to EARN attention

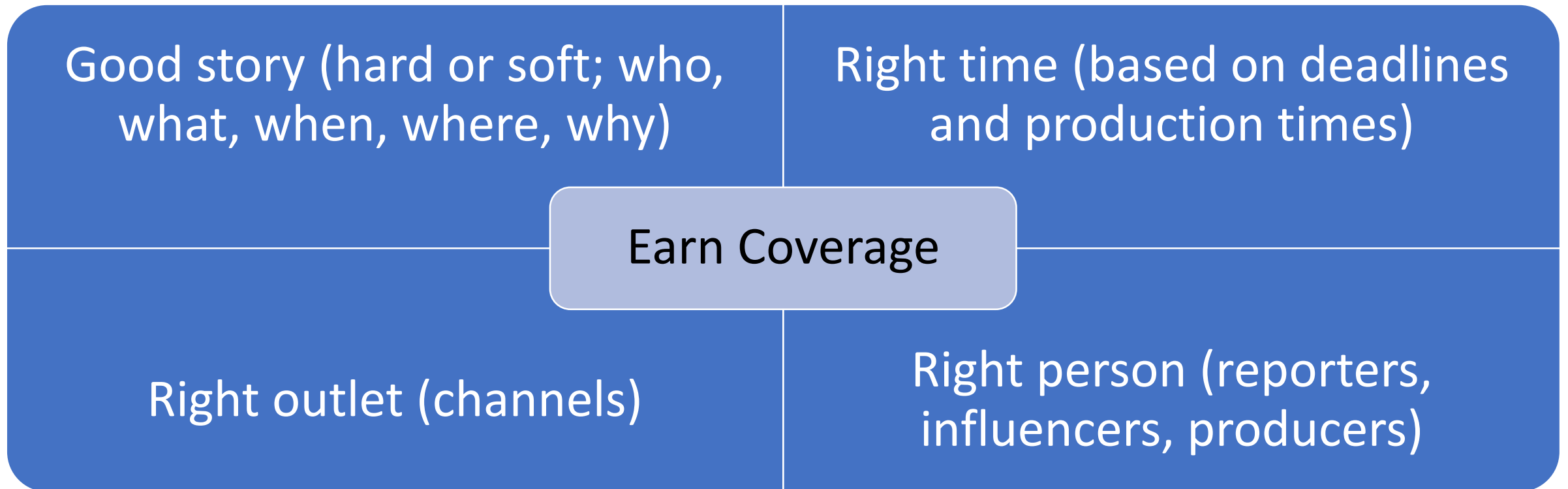
- ▶ Little control of message
- ▶ Little control of medium
- ▶ Large option of formats
- ▶ High credibility
- ▶ Short- and long-term measurable outcomes
- ▶ Content must be new, unique or interesting to intermediaries

How the Media Feels about PR People

- Spin or lie
- No regard to deadlines or timelines
- Bombard/badger
- Spam – off-topic
- Not knowing enough about topic
- Only call when they need something, but ignore journalists otherwise
- Interrupt interviews
- Pitch two people at same outlet



Earning Coverage and Building Relationships



Online Newsroom	Dedicated portion of your website just for media – hosts releases, photos, videos, PR contacts, backgrounders
News Release	Announces HARD news; host on your online newsroom; spread to mass media via a newswire service; pitch directly to reporters
Pitch	Professional, accepted way of getting a reporter’s attention to ask them something (AP Style) – email or phone
Interview	Facilitated 1:1 phone, web, or in-person discussion with your subject-matter expert and the media
Media Database	Paid service that helps you find the right reporters and connect with them (Cision , MuckRack) – Google works, too
Queries	Curated list of requests from reporters: HARO /ProfNet
Supplements	Additional media your outlet may want to build out the story: images, video, infographics, bios, fact sheets, backgrounders
News Conference	An event just for media designed to convey important information to a wide array of outlets at the same time

General Guidelines

- #1 Rule – DON'T LIE
- Listen to their request
- Be sensitive to deadlines
- Win-win for you and the reporter/influencer
- OK to say no...
- Quality over quantity
- Research, research, research
- Don't be afraid of the phone

Questions and Discussion



College of Communication

Thank you!