THE NATURE OF PR

Pengantar Public Relations – KOM 116

Program Studi Ilmu Komunikasi

Dosen Pengampu

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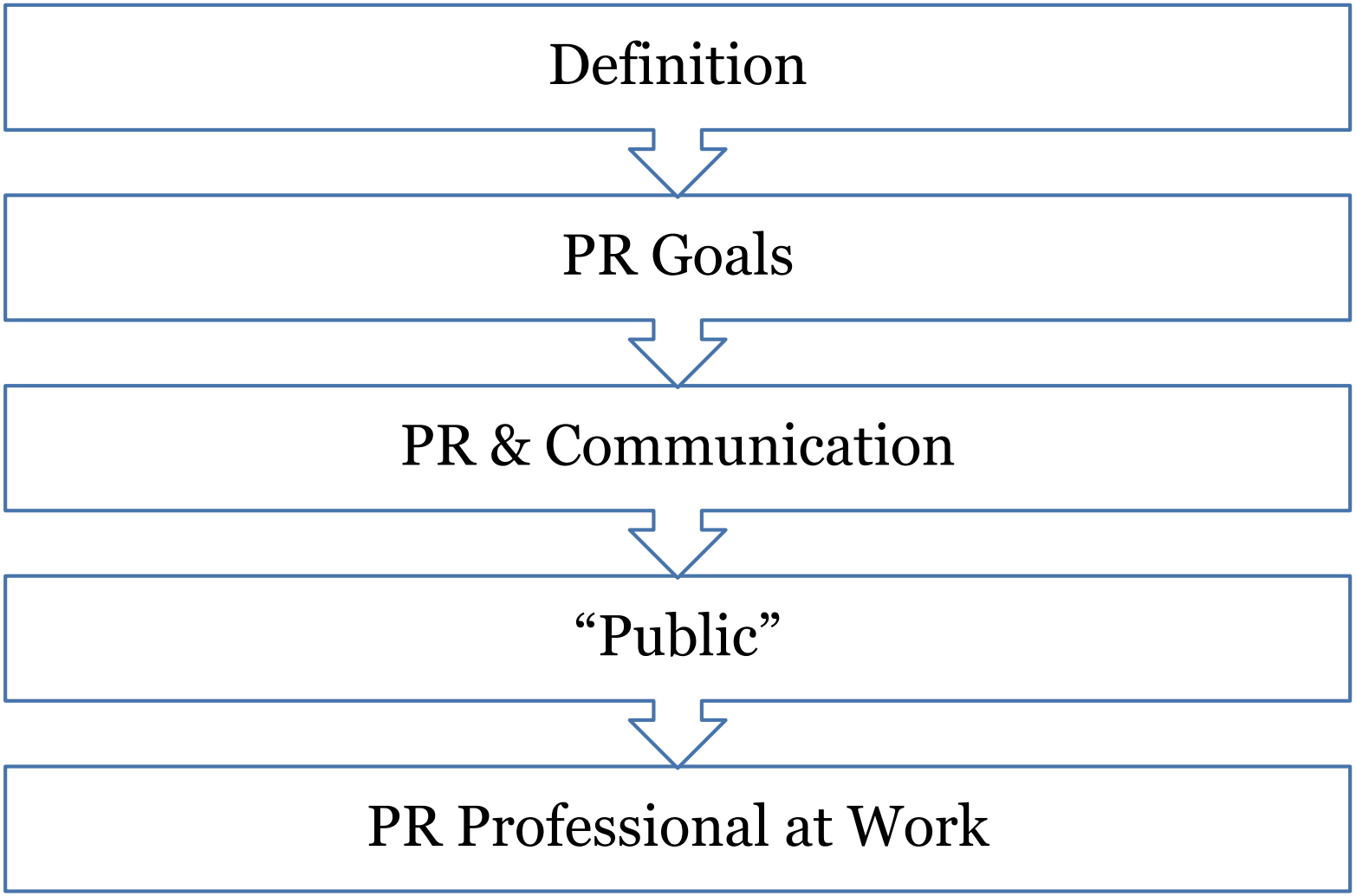

Definition
PR Goals
PR & Communication
“Public”
PR Professional at Work

Definition

Public Relations

A Management Function

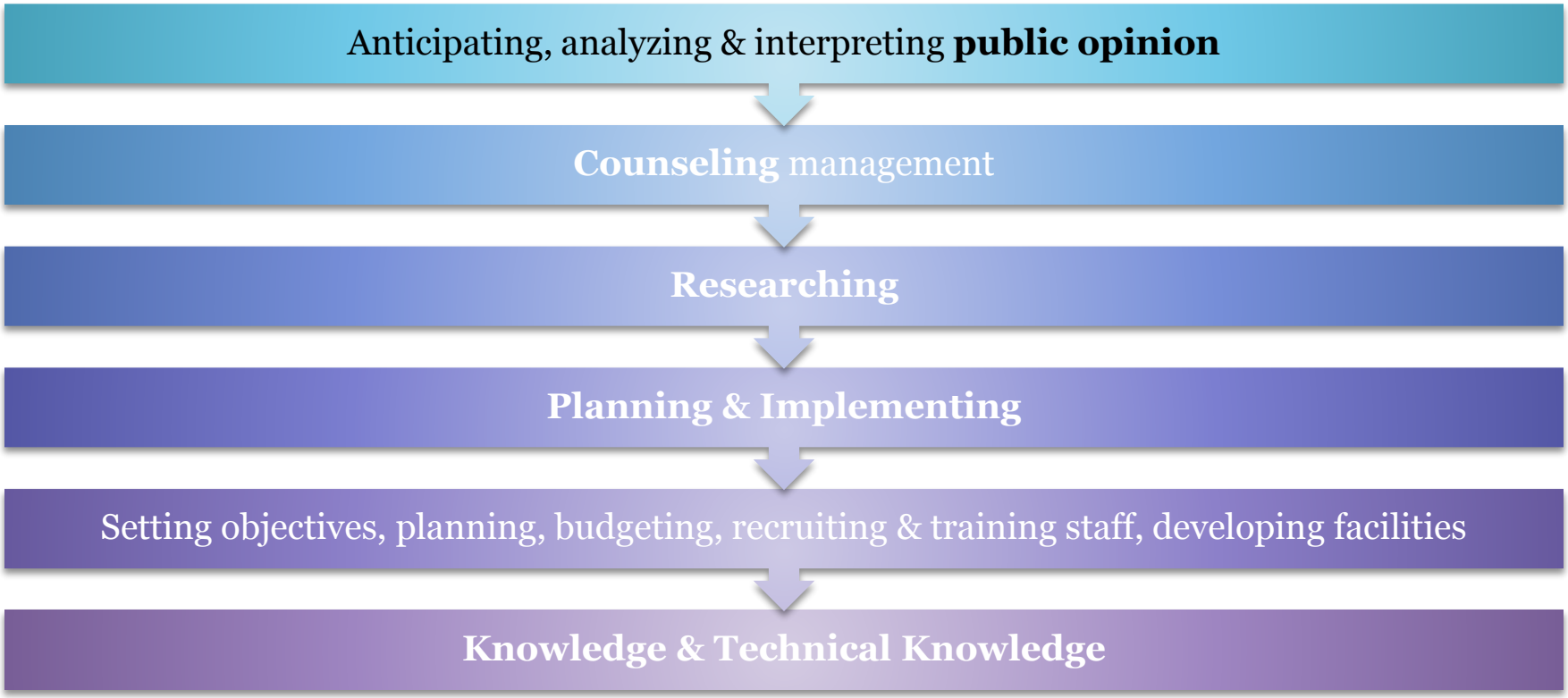
Helps define organizational **objectives & philosophy**

Communicate with internal & external publics

To create consistency between organizational goals & societal expectations

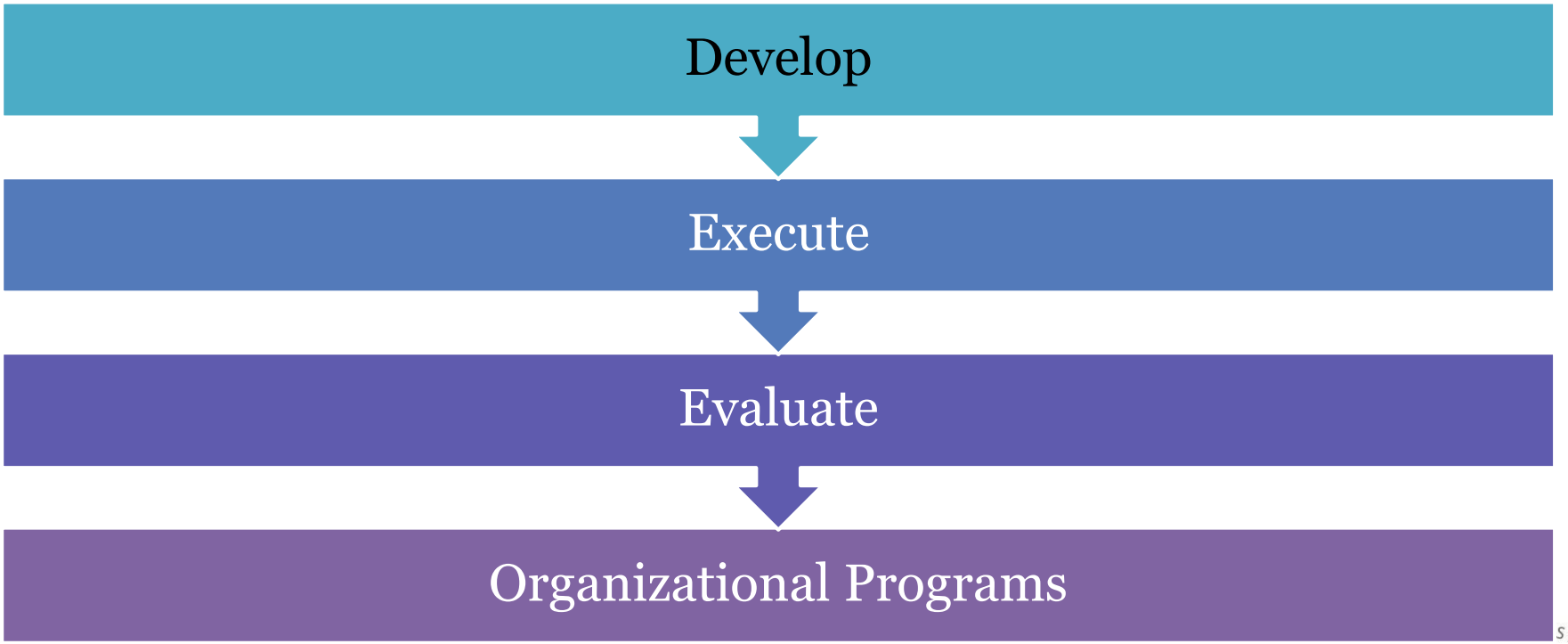
(Lattimore, Baskin, Heiman & Toth, 2009)

As a Management Function

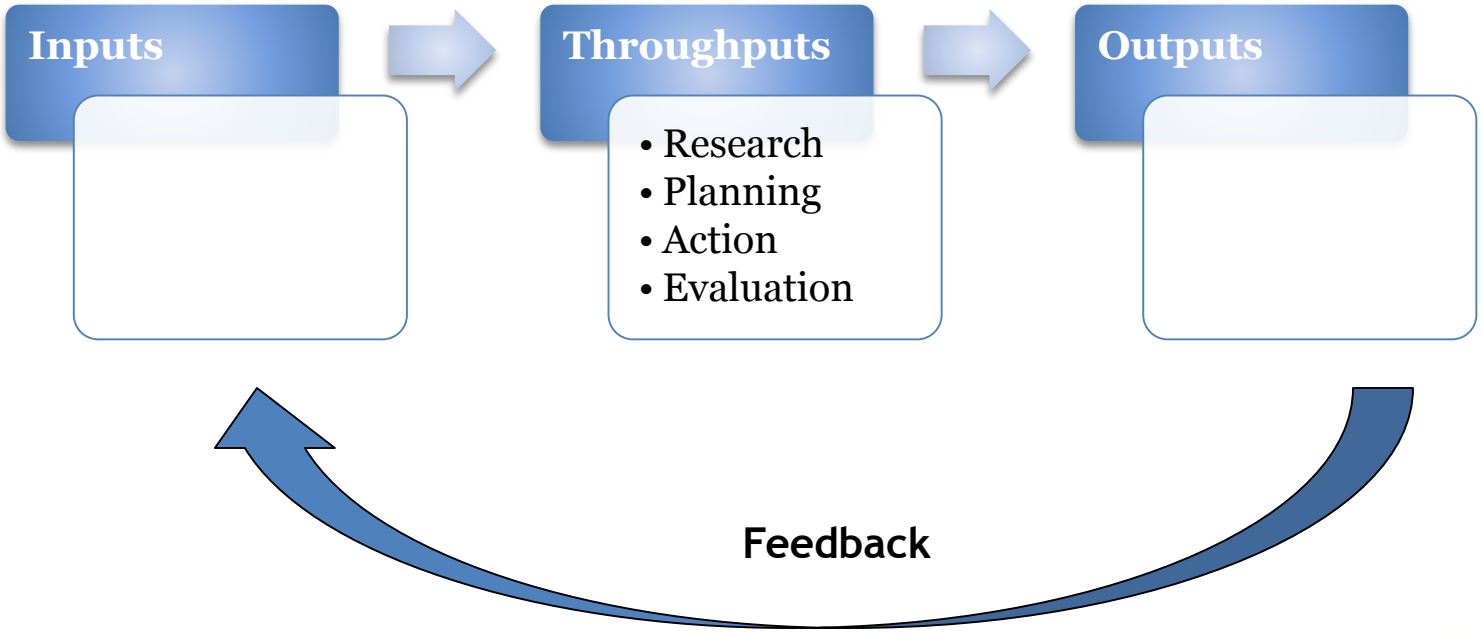


(Lattimore, Baskin, Heiman & Toth, 2009)

Public Relations Practitioners



PR PROCESS



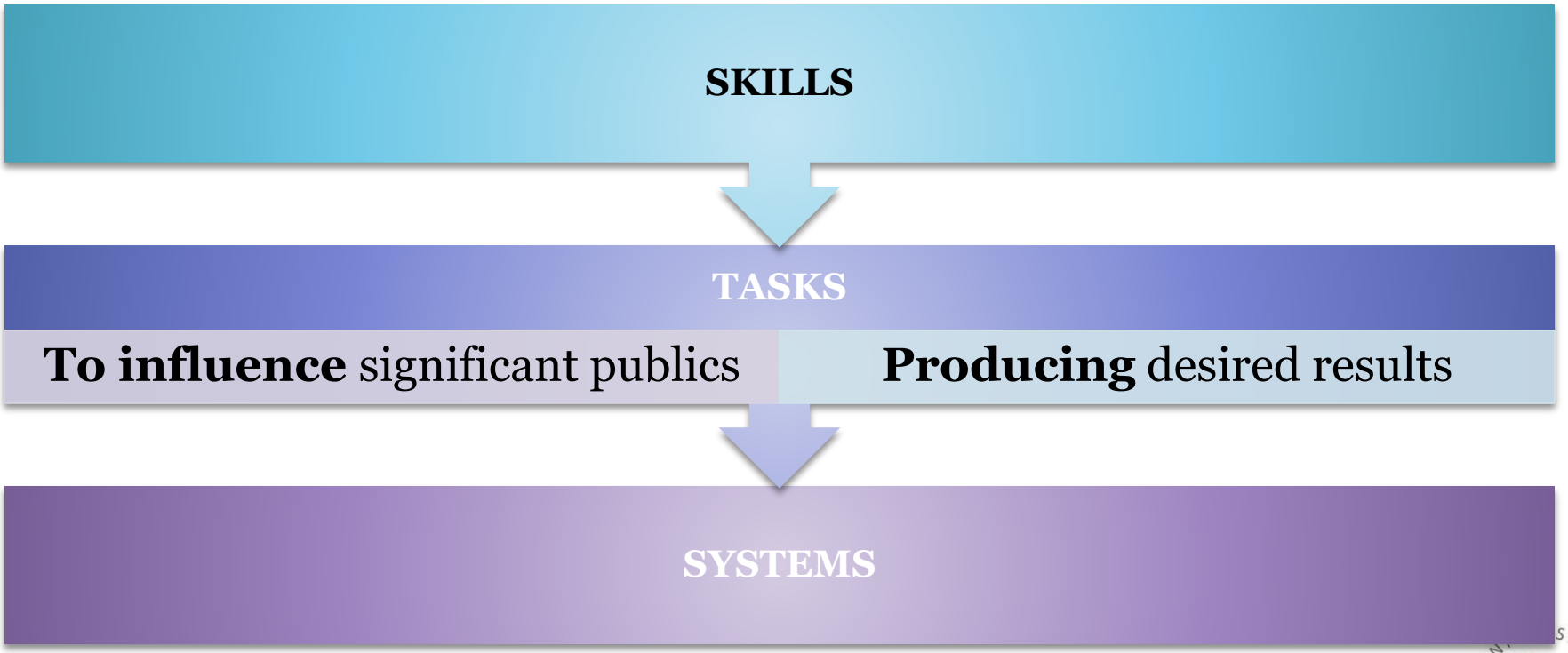
(Lattimore, Baskin, Heiman & Toth, 2009)

Public Relations Goal

To **promote** the exchange of influence & **understanding** among an organization's constituent parts & publics

(Lattimore, Baskin, Heiman & Toth, 2009)

Public Relations as Communication



(Lattimore, Baskin, Heiman & Toth, 2009)

3 Major Persuasion Objectives

Maintain favorable opinion

Create opinion where non exists

Neutralize hostile opinion

(Lattimore, Baskin, Heiman & Toth, 2009)

PUBLIC

A public is **a group** of people who **share** a **common problem** or **goal** & recognize their common **interest**

(Lattimore, Baskin, Heiman & Toth, 2009)

PR Professionals at Work

(Lattimore, Baskin, Heiman & Toth, 2009)

Elements of PR

(Lattimore, Baskin, Heiman & Toth, 2009)

Rank Order of PR Employers' Emphasis on Knowledge/Skill Area

Pengantar Public Relations

Very Important			
1.	Customer/client relations	2.	Decision making/problem solving
Moderately Important to Very Important			
3. 4. 5. 6. 7. 8.	Copywriting/proofreading Writing print advertising copy Writing news releases Project management Account sales/service Coordination of creative efforts Graphic design of print advertising	9. 10. 11. 12. 13. 14.	Writing collateral pieces Graphic design of print advertising Budgeting Writing direct mail pieces Media relations Writing corporate publications

(Lattimore, Baskin, Heiman & Toth, 2009)

Moderately Important

15.	Graphic design of direct mail pieces	24.	Research
	Photographic design/direction	25.	Management counsel regarding
16.	Speech writing		organizational decisions
17.	Writing broadcast advertising	26.	Community relations
18.	Graphic design of corporate	27.	Writing promotional & training
19.	publications		films/videos
	Special events planning &	28.	Trafficking
20.	coordination	29.	Graphics design of promotional
	Writing slide shows/filmstrips		films/videos
21.	Employee/labor relations	30.	Photographic shooting skills
22.	Graphics design of slide shoes/film		
23.	strips		

(Lattimore, Baskin, Heiman & Toth, 2009)

Moderately Unimportant to Moderately Important			
31.	Graphic design of broadcast advertising	35.	Stockholder relations
32.	Trade shows & exhibits	36.	School relations
33.	Convention & meeting planning	37.	Graphic design of news releases
34.	Government relations	38.	Fundraising & development

(Lattimore, Baskin, Heiman & Toth, 2009)

Terima kasih