



# **PUBLIC RELATIONS CASE STUDIES INTRODUCTION**

Chapter One

# PUBLIC RELATIONS: A REFRESHER

Public relations is a management function that establishes and maintains **mutually beneficial relationships** between an organization and the publics on whom its success and failures depends.

This means analyzing trends, predicting consequences of organization decisions, and implementing planned communication programs to serve the organization's interest.

SO, WHAT'S PR AGAIN?

## SO LIKE, WHAT'S THAT ENTAIL?

Public relations includes planning, research, publicity, promotion, and **collaborative decision making** to help an organization's ability to listen to, **appreciate**, and **respond appropriately** to publics' whose mutually beneficial relationships the organization needs to foster in order to achieve its mission and goals.



YOU KEEP SAYING  
"MUTUALLY BENEFICIAL"

# RELATIONSHIPS

The root of what we are doing as PR professionals is building strong relationships with our publics. **Good relationships should offer something of value to each participant**, hence being "mutually beneficial."

Relationships that are mutually beneficial are stronger, and can withstand the occasional mishap.

# MISSION-BASED

Public relations programs and responses should always be **linked back to the company's mission.**

Making sure that the company doesn't lose sight of its goals and ethics while handling unexpected circumstances is an incredibly important piece of the puzzle.

It's the role of the PR team to make sure management understands the consequences of its actions as well as **its responsibility to do the right thing.**

SO WHO ARE THESE  
"PUBLICS" YOU KEEP  
MENTIONING?

# STAKEHOLDERS

People who are affected in some way by the decisions of an organization. Some common examples include employees, neighbors, shareholders, consumer advocates, media, government officials, customers.

A public is like a family - you don't get to pick them.

The 1st Amendment protects the rights of organizations and individuals to freely express themselves in most situations...

Which also means that individuals are free to criticize organizations, products, services, and business leaders.

As PR professionals, it's our job to help organizations participate strategically in the marketplace of ideas.

# PR ACRONYM: R.A.C.E.

HERE'S AN EASY WAY TO REMEMBER OUR PROCESS:

## RESEARCH:

Awareness of publics' needs and desires, public perception, what's worked and what hasn't, etc.

## ACTION PLANNING:

Determining goals, strategies, and objectives (what do we want to do, and how)

## COMMUNICATION:

Creation & distribution of tactics: our efforts to communicate (social media, brochures, events, etc.)

## EVALUATION:

Did we meet the goals and objectives? How did the campaign work? What should we do differently?

OKAY, THANKS FOR THE  
REFRESHER... BUT WHAT AM  
I LEARNING IN THIS CLASS?

# STRATEGY, BABY

The purpose of this course is to help you form **strategic thinking skills** so you can **anticipate and solve problems.**

Our objective here is to learn how to be truthful, accept responsibility and take immediate action to repair damage to our brand while remaining loyal to our organizations and protecting public interest. Accomplishing all of those things? That's where the strategy comes in.

# CASE STUDIES

**Cases demonstrate real-life challenges faced by organizations and their leaders through stories.**

Simply put, a PR case study is a story about a PR dilemma or campaign that has caused either great success or great detriment to a brand.

These **case studies allow us to see the repercussions of different actions (and lack of actions!)** , This allows us to put theories you've learned so far into action.

WHAT IS A CASE STUDY? (AND WHY DO I CARE?)

The case studies that we read in this class will provide the facts of the case, and it will be up to us to analyze and come up with alternate solutions and ideas.

This means we will rely on class discussions and critical thinking assignments to consider the important aspects of cases as well as the ethical components behind them.

You will form opinions about these cases and work to support your claims through further research, textbook examples, and personal real world experience.

# TO MAKE YOU AWESOME.

**Critical thinking and problem solving skills are highly sought after in the work place.**

Being able to take your own ideas, education, and personal experiences and apply them to issues that pop up in the work place will make you incredibly valuable, regardless of the field you go into.

**Most real-world situations aren't always neatly defined,** and decision makers don't always have all the facts they need. This is why being able to rely on a critical thinking is key.



What's the context of this situation?  
Who is involved and directly affected?



What is motivating those who are involved, and what are they trying to accomplish?



What questions are there that need to be answered?

# QUESTIONS TO CONSIDER WHILE READING CASES:

WE'LL TALK ABOUT THIS MORE IN THE  
COMING WEEKS, BUT HERE'S QUESTIONS TO  
KEEP IN MIND WHILE LOOKING AT CASES.

# IN SUMMARY...

- PR helps establish and maintain mutually beneficial relationships
- PR keeps an ethical perspective and maintains a connection to a company's mission when making decisions
- The people who are affected in some way by the decisions of an organization are called publics
- Strategic thinking skills help anticipate and solve problems
- Cases studies describe real-life challenges faced by organizations and allow us to see the repercussions of actions/inactions