

Institute of Technology and Business
in České Budějovice

Public relations

Study Support for the combined form of study

Supervisor: Ing. Roman Švec, Ph.D.

Faculty of Corporate Strategy

Department of Tourism and Marketing

Author: Ing. Roman Švec, Ph.D.

Contents

1	Summary.....	4
2	Preparation for lectures.....	8
2.1	Public opinion and the possibilities of its influencing; definition of the term PR ..	8
2.2	PR as a separate field of marketing communication; specification of the theoretical approaches to PR.....	11
2.3	Development of PR in Europe and in the CR	14
2.4	Tools and spheres of PR.....	17
2.5	The importance of PR activities for companies. Information sources and communication channels for PR	20
2.6	Research, measurement and evaluation of PR activities, Corporate Publishing...	23
2.7	Strategic and tactical planning of PR activities.....	26
2.8	PR in organizations with specific products (education, sport, culture entertainment, travelling, non-profit making organizations)	29
2.9	Press relations – cooperation with mass media.....	32
2.10	Public affairs and government relations.....	35
2.11	Lobbying as a part of PR.....	38
2.12	PR agencies and organizations active in PR	41
2.13	Organization identity as an important element of present marketing communication; Crisis communication and PR.....	44
3	Preparation for seminars	47
3.1	Preparation of a PR plan; Discussion of the topic “The relation between marketing, marketing communication and PR”	47
3.2	Copywriting and preparation of PR messages	49
3.3	Discussion of the topic “Mass media, their typology and application to PR” and “How to catch customer’s attention by means of a text”	52

3.4	Discussion of the topic “Company and product slogans” and “Product names and packaging from the copywriting point of view”	54
3.5	Direct marketing and the content aspect of a text	57
3.6	Preparation of a crisis communication plan and PR	59
3.7	Planning and preparation of an event marketing activity.....	62
3.8	Event marketing as a part of PR.....	64
3.9	Organization of marketing activities	67
3.10	Job description, basic skills, competences and personal traits of a PR specialist. Communication principles of a PR specialist for effective PR.....	70
3.11	Training in communication techniques for effective PR building	73
3.12	New technologies in PR. Internet presentation and social media from the copywriting point of view	76
3.13	Discussion of the topic “Ethics in PR and unethical and manipulative techniques”	79

1 Summary

Period	Year 1, 2nd term / Year 2, 3rd term
Course	Public relations
Language	English
Supervisor	Ing. Roman Švec, Ph.D.
Supervisors department	Faculty of Corporate Strategy
Department	Department of Tourism and Marketing
Lecture tutor	Ing. Roman Švec, Ph.D.
Seminar tutor	Ing. Roman Švec, Ph.D.
Assessment type	exam
Assessment note	attendance at seminars 70 %; elaboration of a term project
Extent and intensity	2/2
Credits	5
The goal of the course	The course focuses on public relations as one of the basic communication disciplines, its understanding and the ability of practical application. The course deals with the key components of public relations, including a focus on corporate identity as the main tool of company visual presentation.
Learning outcomes	After successful completion of the course a student: 26.1 understands the basic principles of public relations and external and internal communication linked to public relations, 26.2 applies public relations tools to practical situations, 26.3 applies effectively public relations tools in company practice, 26.4 builds his/her own communication competences, 26.5 applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media 26.6 understands the importance of corporate identity, culture and communication, 26.7 proposes a basic suitable corporate identity, 26.8 applies PR tools in company practice, 26.9 prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the factors that influence the buying behaviour of consumers in B2B and B2C markets.
Syllabus of the course	<u>Lectures</u> 1. Public opinion and the possibilities of its influencing; definition of the term PR. (26.1, 26.6) 2. PR as a separate field of marketing communication; specification of the theoretical approaches to PR. (26.1, 26.6) 3. Development of PR in Europe and in the CR. (26.1, 26.3)

	<ol style="list-style-type: none"> 4. Tools and spheres of PR. (26.1, 26.2, 26.3) 5. The importance of PR activities for companies. Information sources and communication channels for PR (26.6, 26.7) 6. Research, measurement and evaluation of PR activities, Corporate Publishing. (26.3, 26.7, 26.8) 7. Strategic and tactical planning of PR activities. (26.3, 26.7) 8. PR in organizations with specific products (education, sport, culture entertainment, travelling, non-profit making organizations). (26.6, 26.7) 9. Press relations – cooperation with mass media. (26.6, 26.7) 10. Public affairs and government relations. (26.6, 26.7) 11. Lobbying as a part of PR. (26.1, 26.2, 26.3, 26.8) 12. PR agencies and organizations active in PR. (26.6, 26.7) 13. Organization identity as an important element of present marketing communication; Crisis communication and PR. (26.6, 26.7, 26.8) <p><u>Seminars</u></p> <ol style="list-style-type: none"> 1. Preparation of a PR plan; Discussion of the topic “The relation between marketing, marketing communication and PR” (26.2, 26.3, 26.4) 2. Copywriting and preparation of PR messages. (26.9) 3. Discussion of the topic “Mass media, their typology and application to PR” and “How to catch customer’s attention by means of a text”. (26.3, 26.4) 4. Discussion of the topic “Company and product slogans” and “Product names and packaging from the copywriting point of view”. (26.3, 26.6, 26.8) 5. Direct marketing and the content aspect of a text. (26.2, 26.3, 26.5) 6. Preparation of a crisis communication plan and PR. (26.2, 26.8, 26.9) 7. Planning and preparation of an event marketing activity. (26.2, 26.3) 8. Event marketing as a part of PR. (26.2, 26.3) 9. Organization of marketing activities. (26.2, 26.3) 10. Job description, basic skills, competences and personal traits of a PR specialist. Communication principles of a PR specialist for effective PR. (26.4, 26.5) 11. Training in communication techniques for effective PR building. (26.4, 26.5) 12. New technologies in PR. Internet presentation and social media from the copywriting point of view. (26.8, 26.9) 13. Discussion of the topic “Ethics in PR and unethical and manipulative techniques” (26.4, 26.5, 26.8, 26.9)
Organizational forms of teaching	lecture, seminar, consultation
Complex teaching methods	frontal teaching project teaching group teaching – cooperation brainstorming critical thinking

	independent work – cooperative activity teaching supported by multimedia technologies etc.		
Study load		Hours per term	
	Activity	Daily form	Combined form
	Preparation for a partial test	15	15
	Preparation for lectures	13	0
	Preparation for a seminar, exercise, tutorial	10	39
	Preparation of a seminar paper	30	30
	Attendance at lectures	26	0
	Attendance at seminars, exercises, tutorials, industrial visits	26	16
	Attendance at a presentation	2	0
	Preparation for a presentation	6	28
	Attendance at the final test	2	2
	Total:	130	130
Assessment Methods and Assessment Rate	final test 70 % seminar paper and its defence 30 %		
Exam conditions	Successful completion of the final test, preparation of a project and participation on its defence for daily students. The defence does not apply to the combined study students. Handing the project in and its defence is necessary for the completion of the subject. Final assessment is based on a written test.		
Teacher's information	The attendance in the lessons in all forms of study is dealt with by a special internal standard (Registration of VŠTE students attendance). 70 % attendance at seminars and exercises is compulsory for daily students.		
Compulsory literature	HEJLOVÁ, D., 2015. <i>Public relations</i> . Prague: Grada. ISBN 978-80-24750-2-24. SMITH, R. D., 2017. <i>Strategic Planning for Public</i> . [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89.		
Recommended literature	REIC, I., 2016. <i>Events Marketing Management: A consumer perspective</i> . [s. l.]: Routledge. ISBN 978-11-36289-7-98.		
Websites	---		
Publishing activities	<u>Course supervisor, lecturer and tutor (Ing. Roman Švec, Ph.D.)</u> ŠVEC, R., J. NAVRÁTIL and K. PÍCHA, 2014. The Impact of the		

	<p>Location on the Price Offered by Accommodation Establishments in Urban Areas. <i>Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis</i>. 62(6), 1475-1485. ISSN 1212-3285.</p> <p>ŠVEC, R., J. NAVRÁTIL, K. PÍCHA and V. BARAVALLE, 2012. The perception of the quality of accommodation establishments' product. <i>Deturope. Central European Journal of Regional Development and Tourism</i>. 4(2), 4-21. ISSN 1821-2506.</p> <p>MARTÍŠKOVÁ, P. and R. ŠVEC, 2017. E-shops and customer feedback: experience by Czech B2C customers. <i>Littera Scripta</i>. 10(1), 72-83. ISSN 1805-9112.</p> <p>ŠVEC, R. and P. SOLAROVÁ, 2016. Traditional folk event with national importance: The impact of visitors' age. <i>Deturope Central European Journal of Regional Development and Tourism</i>. 8(1), 78-91. ISSN 1821-2506.</p> <p>ŠVEC, R. and P. SOLAROVÁ, 2016. Customer relationship management (CRM) in small brick-and-mortar retail shops: back to the essence of CRM. In: <i>27th International Business Information Management Association Conference - Innovation Management and Education Excellence Vision 2020: From Regional Development Sustainability to Global Economic Growth</i>. Norristown: International Business Information Management Association (IBIMA), 1279-1288. ISBN 978-0-9860419-6-9.</p>
Topics of diploma theses	<p>Innovation in PR of a selected company</p> <p>Application of new PR trends to a particular company</p> <p>PR as a possibility of marketing communication of non-profit organizations.</p>

2 Preparation for lectures

2.1 Public opinion and the possibilities of its influencing; definition of the term PR

Key words

Public opinion, the public, opinion leaders, personality traits

The goals of the chapter

The goal of the chapter is to point out the importance of public opinion in the present society and to explain the basic principles of public opinion. A definition of the term the public and determination of the basic types of personalities with regard to their lifestyles will also contribute to the understanding of the term. A student will be able to explain the term public opinion as one of the bases of PR communication on the base of the chapter.

Learning outcomes

- 26.1 understands the basic principles of public relations and external and internal communication linked to public relations
- 26.6 understands the importance of corporate identity, culture and communication

Abstract

Definition of the term

Public relations is a general term for intentional activities of an organization towards the public (stakeholders). Its aim is to create and support mutual understanding and the harmony of an organization with its environment. Good relations with the public have direct impact on the business success of an organization. The goal of public relations is to influence positively the public opinion, to improve the communication with the environment, so it has to respond sensitively to external inputs – it is therefore a two-sided communication with the environment in the practice. There are two basic spheres of PR activities: **internal PR** (focused particularly to employees) and **external PR** (focused on the maintenance and improvement of relations with key partners, interest groups and the

public, improvement of organization image. Public opinion is important for the whole public relations system and an organization tries to influence it through public relations.

Public opinion has often become a trigger mechanism that sometimes moved the mankind forward in the human history. It is a collective opinion of individuals that are linked in a group by their targets, ambitions, needs, ideals or opinions. All the stimuli for the formation of public opinion work as long and as much as a strong relation to one's own interest works. Public opinion does not last for a long time unless it is supported by distinctive events and the people's own interest. Public discussion, in which opinion leaders (leading personalities that have the capability to form and create public opinion) play a key role, is often the catalyser in public opinion formation. We distinguish between formal (voted representatives, bearers of public declarations) and informal (people with authority or popularity in a particular sphere and certain groups of people) opinion leaders. Mass media play a significant role in public opinion formation. They prepare and initiate an agenda for a public debate and add various attributes that form public opinion. An increase effect of media appears at the moment when information cannot be verified through personal experience, information from third parties or reference.

The public represents a sample of mutually mixed or different groups that differ by economic, cultural, social, ethnic or religious attributes. Their diversity is almost endless and diversification is given by historical, geographic, economic, or social aspects. The diversity of the public is also one of the basic problems in the selection of the most suitable medium with the highest potential to influence the public. For some campaigns one media is sufficient, for others the application of an integrated approach of the whole media range and also something more is necessary. Brevity, truth, unenforceability of news and the principle of mutual respect and confidence as the basis of professionalism are among the basic rules for public relations specialists.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 16-20)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 219-228)

Control questions

1. Explain the term public relations.
2. Who and when defined the term public relations in the modern times?
3. Name 3 basic areas of public relations.
4. Explain the term public opinion.
5. Who are so called opinion leaders?
6. What principles should we adhere to so that our public relations activities are considered ethical?
7. Characterize the term the public.
8. To what groups the public is classified in term of generations?
9. Analyse the term generation identity.
10. How will the public develop in the future on the basis of the present assumptions?

Interesting points of the issue

A website with information of various researches
<http://www.simar.cz/>

Link to the practical part

3.1 Preparation of a PR plan; Discussion of the topic “The relation between marketing, marketing communication and PR”

2.2 PR as a separate field of marketing communication; specification of the theoretical approaches to PR

Key words

Model, stakeholder, excellence theory, Freeman's stakeholder theory

The goals of the chapter

To define the term public relations in detail. To outline the relations and differences between advertising and public relations and to explain the theoretical views of public relations on the basis of several theories. After studying the chapter, a student will know selected public relations approaches and will be able to apply them to practical situations.

Learning outcomes

- 26.1 understands the basic principles of public relations and external and internal communication linked to public relations
- 26.6 understands the importance of corporate identity, culture and communication

Abstract

Public relations is not advertising for free as some people think. What does public relations differ from advertising in? Public relations is not graphically identified as advertising; it does not have a clearly formulated appeal; it is long-term and has not the character of an intensive campaign; it is a systematic strategic activity; public relations is not for free (we do not pay directly to a seller of an advertisement message but the agency that takes the message to media). Hejlová (2015, pp. 104) for example deals with the difference between public relations and advertising in detail.

Who uses public relations most frequently?

- individuals, for example sportspeople, celebrities;
- commercial organizations (companies and sole traders);
- non-commercial organizations (cultural and non-profit making organizations);
- government and state organizations (ministries, local authorities etc.);
- politic organizations.

Public relations strategies are always targeted and governed by certain ideas. Various scandals, events or statements, unless they are a result of a targeted plan of an organization or a spokesperson are therefore not considered public relations. Several theoretical approaches to public relations exist: executive approach, critical approach, balanced approach (Freeman's stakeholder theory).

Grunig's and Hunt's Excellence Theory

This is the first systemic public relations theory on the basis of which 4 models were defined, which then existed in the practice (press model; public finance model; two-way asymmetric model; two-way symmetric model). The theory is outdated now, but some of its elements have remained valid.

Freeman's stakeholder theory

Stakeholders = groups, without whose existence organizations could not exist. It is a group of all those with some influence on the operation of an organization. Originally there were particularly shareholders, employees, customers, suppliers and creditors. Today stakeholders are all people to whom a consequence of communication or operation of a particular organization might relate in the widest sense of the word. Stakeholder mapping deals with analysis and mapping of stakeholders. It consists of the following steps: definition of the main stakeholders, an analysis of the influence of stakeholders; communication plan with stakeholders; engagement of stakeholders in communication (feedback).

Further public relations theories

Numerous theories that define approaches to public relations exist. Some of these theories are: Systemic theory, Rhetoric theory, Relation theory Critical theory and Political-economic theory.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 113-119)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 101-112)

Control questions

1. Explain the term advertising.
2. Specify the basic differences between public relations and advertising.
3. Describe the role of so called brand ambassadors.
4. Which groups of stakeholders use public relations activities?
5. Explain the executive approach to public relations.
6. Explain the critical approach to public relations.
7. Explain the balanced approach to public relations.
8. Define the term stakeholder.
9. What models of approach to public relations exist in Grunig's and Hunt's Excellence Theory?
10. Define the difference between the two-way asymmetric and the two-way symmetric model of excellence by Grunig's and Hunt's

Link to the practical part

3.2 Copywriting and preparation of PR messages

2.3 Development of PR in Europe and in the CR

Key words

Communication, pioneers of public relations, development, history periods of public relations

The goals of the chapter

The goal of the chapter is to clarify public relations in the historic context and to outline its development in the world and in the Czech Republic. On the basis of comprehension of the basic historic paradigms a student will be able to explain the present models of public relations within the historic context after studying the chapter.

Learning outcomes

- 26.1 understands the basic principles of public relations and external and internal communication linked to public relations
- 26.3 applies effectively public relations tools in company practice

Abstract

The utilization of communication for influencing public opinion has been known since the beginnings of human civilization (ancient Greece period – Aristoteles or Plato) Nevertheless, public relations as a closed activity has been formed since the late 19th century (the Great French Revolution period), it relates to the beginnings of mass press and the industrial society. Ivy Lee is generally considered the father of public relations (he prepared the first public relations campaign in 1906)

Public relations professionals operated in the Czech lands before 1918 and public relations developed in connection with industrial magnates (e.g. Heinrich Mattoni). In the period between the end of the 19th century and the First World War numerous Czech companies were developing (Skoda in Plzeň, Koh-i-noor Waldes, Brouk + Babka department stores). These companies used public relations extensively. Nevertheless, Thomas Bata can be considered the greatest pioneer of public relations of that period.

Communication media like film and radio found their use in the 1930s and became further interesting public relations tools. During the Protectorate public relations changed to the

propaganda of the Empire and just after the war, when the Czechoslovak Socialist Republic belonging under the ideologic influence of the Soviet Union was founded, public relations changed into the propaganda of then economic and political system (significant limitation of the freedom of speech, a change of the social role of media). The totalitarian regimes of that time continuously elaborated the impact of concentrated and efficient propaganda strategy (persuasion of the rightness of the socialist system). Public relations activities were then concentrated on foreign trade companies. Transformation from propaganda back to the work with the public started in about 1985, when several interesting works were published on this topic. Numerous textbooks and manuals on the communist propaganda were published in the 1980s. Its rules ceased to exist in 1989. In the 1990s the society returned to public relations in the traditional conception and drew from the 1960s. Some specialists of the pre-November era founded their public relation agencies, which are now important and branches of numerous foreign providers of public relations services were opened in the CR as well. APRA (Association of PR Agencies) was founded in the mid 1990s.

Apart from agencies, big companies active in IT, energetics and communication also established their PR departments. Public relations in the online environment and on social media has been developing in the new millennium. New types of social communication (“likes”) are developing and of public relations agencies of a new type, mainly focused on this type of communication are founded. Public relations of non-profit, educational, cultural or state organizations have also been developing since the beginning of the new millennium and press departments have therefore become inseparable parts of their structures.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 26-65)

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89. (pp. 10-28)

Control questions

1. Describe public relations activities known in the middle ages.

2. Explain the importance of public relations activities during the industrial revolution.
3. Name the factors according to which the types of propaganda are distinguished.
4. What is the relation between public relations and propaganda?
5. Define the terms PSYOPS and PSYWARS.
6. How did George Michalis contribute to the development of public relations in the world?
7. Why is public relations impossible in non-democratic regimes?
8. Why did public relations exist in the Foreign Trade Companies?
9. Explain the abbreviation APRA.
10. What is the content of the work of digital agencies?

Link to the practical part

3.2 Copywriting and preparation of PR messages

2.4 Tools and spheres of PR

Key words

Internal communication, issues management, product public relations, celebrity public relations, corporate public relations, B2B public relations, financial public relations, community relations

The goals of the chapter

The goal of this chapter is to explain individual spheres of public relations and to analyse them in more detail. On the basis of this knowledge students will be able to apply PR tools.

Learning outcomes

- 26.1 understands the basic principles of public relations and external and internal communication linked to public relations
- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice

Abstract

Public relations used to be divided into communication towards the inside of an organization (internal public relations) and towards the outside (external public relations). The transfer of information has however been accelerating recently and groups that did not come in mutual touch in the past are being connected, which is why this classification is no more efficient. Internal communication is the basis of communication in any organization. It is an often-underestimated PR tool; however, we should realize that the reputation of an organization is based just on the organization itself and reflects its corporate culture.

Issues management is one of the most complicated and most complex spheres of public relations. It concentrates on the strategic communication of topics. It is a long-term strategic and planned activity accompanied by numerous tactical public relations tools.

Product public relations (consumer public relations or consumer communication) is mainly based on familiarizing customers with a product; increasing the awareness of a products; strengthening the positioning of an organization and supporting the emotional relation, confidence and loyalty to a brand among consumers. The most frequently applied

tools are: media relations; digital communication and social networks; events; work with celebrities; sponsoring and creation of partnerships. **Celebrity public relations and image making** deals with building, maintenance or modification of popularity or reputation of a person. So-called image making (working on the outside presentation so that it supports the main attributes of a particular person) is an inseparable part. Crisis communication is often involved if the celebrity behaves improperly or makes an improper statement. **Corporate public relations** is important in the corporate sphere; it is based on building confidence in an organization. It very often means creation of image of and confidence in the main representative of a company, e.g. Steven Jobs. **B2B public relations** deals with intercompany communication and creation of long-term relations between organizations. Some of the B2B PR tools are: professional meetings (conferences, fairs); media relations with trade or professional media; product PR towards other companies; digital communication focused on professional servers; crisis communication. **Finance public relations and relations with investors** should also be mentioned as companies are obliged to publish their results truthfully by the law and they often publish information that directly influence the market prices of shares. This sphere tries to maintain the best possible relations with investors and its goal is to maintain high confidence in the company and build its positive image on a long-term basis. Public relation managers need to orient themselves in crisis communication and risk management. As for the **relations at the place of business**, they are sometimes called relations with the local community, where cooperation with a narrow circle of people that live in the locality and participate in its operation, is the goal. They are utilized by numerous non-profit or government institutions and organizations, but business entities as well.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 152-174)

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89. (pp. 37-95)

Control questions

1. Explain the term internal communication and name the PR tools it uses.

2. Explain the term issues management and name the PR tools it uses.
3. Explain the term product public relations and name the PR tools it uses.
4. Explain the term celebrity public relations and name the PR tools it uses.
5. Explain the term corporate public relations and name the PR tools it uses.
6. Explain the term B2B public relations and name the PR tools it uses.
7. Explain the term financial public relations and name the PR tools it uses.
8. Explain the term community relations and name the PR tools it uses.
9. What is the difference between the internal and external public relations?
10. Why are internal and external public relations linked together?

Link to the practical part

3.3 Discussion of the topic “Mass media, their typology and application to PR” and “How to catch customer’s attention by means of a text”

2.5 The importance of PR activities for companies.

Information sources and communication channels for PR

Key words

Corporate identity, corporate communication, the public

The goals of the chapter

The goal of the chapter is to explain the term “corporate identity”. Another goal is to provide basic knowledge of the “corporate identity” building process and to show what the suitable target segments for its building and development are.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity

Abstract

Corporate identity is a basic tool for parallel operation of all organizations. It is often understood as a “comprehensive plan defining the required perception of a company image created on the basis of its business purposefulness”.

Its main task is to differentiate a particular organization from other organization/entities on the market. The whole system was formed in the mid 20th century, but the main development in large companies started not earlier than in the 1970s and 1980s. Smaller companies implemented this system in the 1990s.

Like in the whole public relations sphere the understanding to the whole system and its individual components is not absolutely easy and unambiguous. A widespread opinion exists that the graphical identity (logo, trademark and further elements representing an organization) is the main component, however this claim cannot be agreed with from the point of view of the modern conception as the graphic identity is an important but not the sole component of corporate identity. Corporate image and corporate culture are some of the others.

The following participate in the overall corporate identity: company's mission and vision, its logotype; corporate communication; corporate design (public relations; advertising; internal communication; corporate product).

Suitable public groups for corporate identity are found in the spheres of: trade and economy; politics and administration; capital markets; public opinion creators; the general and the internal public.

Corporate design; corporate advertising; promotion of standpoints; public presentations; human relations; investor relations; government relations; university relations; industry relations and minority relations are the components of corporate communications. The task of corporate communications is to create a positive attitude to an organization and to maintain a uniform style of communication activities to the outside as well as to the inside. The complete marketing communication mix, both ATL and BTL can be included in corporate communications. Corporate culture deals with what is important for an organization, where the organization is headed, what it wants to achieve and what it has to do for that. Rules, which not only employees but the whole organization should adhere to are set, and it brings considerable problems in the practice. Corporate design influences the level and the style of visual presentation and has a key and in fact decisive importance for creation of a good image of an entity. Having systematically elaborated principles of visual communication – a so called Visual Style Manual – in place is important for organizations.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 167-170)

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89. (pp. 37-95)

Control questions

1. What does the term corporate identity mean?
2. For which public groups corporate identity elements have to be necessarily prepared?
3. Explain the term corporate design and give examples of its application.
4. Explain the term corporate advertising and give examples of its application.

5. Explain the term promotion of standpoints and give examples of its application.
6. Explain the term human relations and give examples of its application.
7. Explain the term investor relations and give examples of its application.
8. Explain the term government relations and give examples of its application.
9. Explain the term university relations and give examples of its application.
10. Explain the term minority relations and give examples of its application.

Interesting points of the issue

The basic differentiation of terms can be provided by e.g. Graphical Design Union on <http://unie-grafickeho-designu.cz/corporate-identity-jako-nastroj-budovani-image/#.WIYNjq7iaUk>

Link to the practical part

3.5 Direct marketing and the content aspect of a text

2.6 Research, measurement and evaluation of PR activities, Corporate Publishing

Key words

Research, process, research methods, survey methods, data collection methods

The goals of the chapter

The goal of the chapter is to analyse individual possibilities of research and survey in the public relations sphere. Thanks to the knowledge of research and survey a student will be ready to apply some public relations tools more effectively and to determine their adequacy for a particular company.

Learning outcomes

- 26.3 applies effectively public relations tools in company practice
- 26.7 proposes a basic suitable corporate identity
- 26.8 applies PR tools in company practice

Abstract

Public relations can be considered a continuous company activity. It is therefore useful to plan the individual PR activities and particularly to examine the opinions of the involved stakeholders. Literature describes five process steps (of the PRE = Planning, Research, Evaluation concept): audit, setting objectives, strategy and plan, ongoing measurement, and results and evaluation. Researches in this sphere are mostly used for achieving the confidence of the management; definition of the target groups; strategy forming; testing the efficiency of messages; prevention of critical situations; monitoring of competitors; measurement of influencing the confidence of the public; generation of publicity; measurement of campaign success. Common sources of research are: organizational materials of an organization; archive materials; libraries and on-line databases; interviews; content analysis; focus groups; copy testing; the Internet and world wide web; on-line tools.

Research methods

Public relations research methods are classified according to the originality of the analyses carried out to the primary research and secondary research. Another classification divides research to quantitative (telephonic questioning; questioning by post; omnibus surveys; web and electronic communication) and qualitative research (focus groups; in-depth interviews and observations).

Measurement and evaluation of public relations activities

is the final phase of the whole process, where the achieved results are compared with the set goals. Literature defines 7 evaluation principles:

- evaluation means research;
- evaluation looks both sides;
- evaluations are user and situation dependent;
- evaluation is short-term;
- evaluation is long-term;
- evaluation is comparative;
- evaluation has a lot of forms.

Visions and missions of a company must be known for proper evaluation. PII model in three levels is often used for the definition of evaluation or further numerous models presented in the compulsory literature.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 128-134)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 129-154)

Control questions

1. Explain the role and the importance of research in public relations planning.
2. What kind of companies use these researches?

3. Name the individual phases and steps of research and public relations planning „Nine Steps of Strategic Public Relations”
4. What are public relations researches used for?
5. Name and briefly describe the research sources and tools in public relations sphere.
6. Explain the difference between primary and secondary research.
7. Explain the principle of omnibus research.
8. What are the preconditions of successful PR evaluation?
9. Explain the PII model as an evaluation process for PR.
10. Explain the evaluation model process PRE PROCESS.

Link to the practical part

3.6 Preparation of a crisis communication plan and PR

2.7 Strategic and tactical planning of PR activities

Key words

Strategy, tactics, activities, plans, visions, missions

The goals of the chapter

The goal of the chapter is to reveal strategic and tactical thinking of public relations and to explain the individual tactical tools. On the basis of instruction, a student is able to elaborate a proposal of a public relations strategy and to analyse important tools of public relations tactics.

Learning outcomes

- 26.3 applies effectively public relations tools in company practice
- 26.7 proposes a basic suitable corporate identity

Abstract

Like in marketing, in public relation we can find two basic components, strategy and tactics.

Public relations strategy planning is based on the fact that a public relations research (see the previous lecture) provides us with lots of information that has to be processed, we can therefore obtain a full, clear and comprehensive idea of what the basis of a model of public relations planning may look like. It is necessary for effective public relations to set objectives, as objectives define the direction and the content of activities and/or the competences of the employees that participate in the process. The strategy also specifies the time period during which particular activities are conducted. Within public relations planning from the strategic point of view we meet the terms vision and mission of a company, which we know from the previous studies. A vision generally summarizes what an organization wants to be and shows the future as significantly different from the present by identification of long-term changes in that particular organization. In the instance of public relations, it is therefore an effective connection of the main business ideas and the public relations activities. Vision is a source of inspiration for PR specialists and explains the basic criteria for the preparation of basic strategic materials. Mission is then perceived

as a summary of all that why an organization exists and why it is involved in that particular activity. It outlines the principal, unique purpose of an organization by a brief description of what the organization does and who for. Vision projects itself to public relations in the form of concrete activities that the PR department or a PR agency should ensure. Four basic steps have to be followed in strategy planning: strategy formulation; strategy planning (a plan + a schedule); strategy implementation (planning and utilization of resources, implementation of the proposed plan etc.) and a control together with the realization of strategy evaluation. Public relations is a part of the marketing mix of a company, which consists of four P's of marketing, while public relations is a part of "promotion" and together with further parts of the communication mix (advertising, personal sale, sales promotion, direct marketing and the Internet) it forms the complete promotion mix. Public relations appears in the promotion mix mainly for the purpose of getting credibility. The strategic model of public relations planning has four basic blocks (facts; objectives; target groups; key messages). If we fulfil them we have a bigger chance of a successful campaign.

News release; press release; press kit; newsletters; company journals and brochures; radio; television; weblog; webcasting; interview; press conferences and events belong to the most frequently used tools of tactical public relations. Some theories name the concept **7 C** of public relations, which are: credibility, context, content, clarity, consistence and continuity, channels and capability of audience.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 120-122)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 155-176)

Control questions

1. Explain the differences between the PR strategy and the PR tactics.

2. Explain the terms vision and mission of a company and concentrate on the relation of these terms to PR.
3. Describe the context of marketing, marketing communications and PR.
4. What basic components form the marketing communication objectives?
5. What does the control list for preparation of the bases of PR strategic planning contain?
6. Explain the term “news release”.
7. Explain the term “press kit”.
8. Explain the term “webblock”.
9. Explain the term “interview”.
10. Explain the term “webcasting”.

Link to the practical part

3.6 Preparation of a crisis communication plan and PR

2.8 PR in organizations with specific products (education, sport, culture entertainment, travelling, non-profit making organizations)

Key words

Non-profit organizations, associations, foundations, government administration bodies and local authorities

The goals of the chapter

The goal of the chapter is to clarify the specifics of public relations of non-profit sector organizations and to point out the tools they use. On the basis of the instruction a student is able to propose a public relations strategy for such organizations and to analyse their consequences as one of the important elements of public relations management in such organizations.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity

Abstract

Public relations of non-profit organizations is similar to that of commercial entities, but we can also find parts of the portfolio of activities in which the applied techniques significantly differ. Public relations of organizations are defined by various objectives that these organizations have. The pressure on the activities of non-profit organizations grows with their often negative image in the eyes of the public (political parties, environmental organizations). Public relations in this sphere therefore play one more important role. They can also be a tool for corporate citizenship, i.e. a common community between the state, companies, social organizations and citizens. This integration cannot be achieved without mutual connection, so a tool of communication conducted for the purpose of building confidence and mutual understanding is important here.

Public relations of the state administration and political parties pursue the fulfilment of their goals. The goals are based on activities and political decisions. Organizations must

take into account permanent participation and attention of the public; a state is actually forced to communicate with its citizens in a democratic society. Public relations in state administration are usually ensured by press agents of various organizations or the president. All state and local authority bodies have factually their press agents. **Public relations of the state administration and political parties** are similar to those of state institutions, however negative standpoint among some groups of citizens resulting from their conviction has to be taken into account. **Public relations of public media** collect information on public affairs. These media are important for public relations stimuli from the non-business sector. These media should maintain the reputation of independent and objective sources of information as private media can provide information biased according to their orientation etc. **Public relations of professional organizations and unions** are based on the fact that their existence has usually a concrete reason, which is to defend the interests of a represented sphere or the interests of a collective of employees. Such organizations need to prepare quality public relations for their members and also to inform other citizens about its activities so that the fulfilment of their mission is visible for the public. **Public relations of non-profit organizations** are mainly represented by fundraising, which is typical by collecting funds for the organization activities. Typical representatives are foundations, which are often tools of public relations themselves if they are founded by companies. Foundations established by private persons nevertheless also exist (Olga Havlova Foundation). Further examples are Young Scouts etc. **Public relations of environmental organizations** are not typical public relations either and their existence and activities often deny the public relation principles (creating the feeling of understanding, trying to find a dialogue). Their activities often lead to conflicts or crises. The principle of the public relations of these organizations is to rise crises or to pursue activities that are then suitably medialized.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 120-122)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 191-200)

Control questions

1. Explain the meaning of the term “corporate citizenship”.
2. Name the parameters of “corporate citizenship”.
3. What public relations activities do non-profit sector entities usually focus on?
4. What specifics of public relations are used by state administration organizations and local authorities?
5. What specifics of public relations are used by political parties?
6. What means do political party use for public relations communication with their members?
7. What specifics of public relations are used by professional organizations and unions?
8. What specifics of public relations are used by foundations?
9. What specifics of public relations are used by environmental organizations?
10. What specifics of public relations are used by non-profit organizations?

Interesting points of the issue

http://www.neziskovsky.cz/data/vyzkum_ICN_PR_2003_webtxt8538.pdf = an older but interesting research in the field of PR of non-profit organization

Link to the practical part

3.10 Job description, basic skills, competences and personal traits of a PR specialist.
Communication principles of a PR specialist for effective PR

2.9 Press relations – cooperation with mass media

Key words

Media, printed media, media content, media relations, media market, media training

The goals of the chapter

The goal of the chapter is to describe and explain the importance of media relations for a particular organization, to outline the basic rules and principles for the adherence to the media logics principles. On the basis of the instructions a student will be able to propose a press relations proceeding and to plan media training for employees of an organization that comes into touch with mass media.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity

Abstract

Media relations (press relations) form one of the most important components of public relations activities. The main task is to create and strengthen positive relations with representatives of media, which might reflect positively in attempts for publishing information through non-commercial channels.

Relations with media and journalists are a traditional part of PR and many people perceive them as synonyms. We know from the previous explanations that this is not so. Some of the basic tools are press releases, press conferences, media events, press trips, briefings, social events for journalists, interviews. PR managers try to influence what is written about their organization through relations with media (their editors). It is important to adapt to so called media logics, which is sometimes significantly distant from normal perception of some matters. It is necessary to prepare texts that are graspable for media and meet their basic requirements.

The idea that a message has to be current, correct, easily processable and understandable belongs to the basic media logics rules. Further properties are a surprising effect of a message and the fact that it brings new (interesting) information for the target group of

readers. A good message for media contains a story (some newspapers require a piquant story with an interesting photo, some, on the other hand, are mainly interested in deep human stories).

During preparation of an article it is necessary to take into account the marketing profile of that particular medium and prepare the story directly for it. The following terms have to be distinguished: Earned media; Owned media; Paid media; Shared media. The basic types of articles to be sent to media are: reportages, opinions and comments, deep human stories, advice, tips and curiosities, entertainment, news and information.

Some regulatory limitations have to be expected in the medial environment, which are binding for media (e.g. ban of hidden advertising).

Numerous agencies provide so called media training for effective work with media. They prepare future employees of a company for the contact with media focused on specific situations. The aim of such training is to prepare a trainee for possible situations so that he/she is able to cope with them emotionally and to answer calmly even to embarrassing questions and try to explain everything rationally. If such training is well done, a trainee communicates naturally with media, in structured manners and reveals relevant information and uses understandable language.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 135-141)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 155-176)

Control questions

1. Describe the term press release in detail and explain its importance for the PR of an organization
2. Describe the term press trip in detail and explain its importance for the PR of an organization

3. Describe the term briefing in detail and explain its importance for the PR of an organization
4. Describe the term social event for journalists in detail and explain its importance for the PR of an organization
5. Describe the term interview in detail and explain its importance for the PR of an organization
6. Try to explain what the term media logics means.
7. What types of media contents do you know?
8. Name and explain the basic rules of so called media logics.
9. Specify the present Czech media market.
10. Explain the term media training and its nature.

Interesting points of the issue

<http://www.medialni-svet.cz/> = interesting things from the media world

Link to the practical part

3.9 Organization of marketing activities

2.10 Public affairs and government relations

Key words

Public affairs, advocacy groups, lobbying, public affairs campaigns

The goals of the chapter

The goal of the chapter is to analyse the term public affairs and to explain the importance of relations with the government sphere for a particular organization. Another goal is to outline the basic rules of public affairs and the principles of their realization.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity

Abstract

Public affairs are understood in several ways. Some authors identify this term generally with public relations in a non-profit organization. Organizations realize that market functions and products sales are influenced by the local legislative environment and political steps of a particular country. From the point of view of companies, the term public affairs sometimes means their efforts to comment current social affairs and/or to participate actively in the local politics or law making. Public affairs are usually not a form of public relations of non-profit organizations, but commercial organizations, whose task is to help create reputation of a commercial company as a “good citizen” and to achieve through a connection with a non-profit organization, effect that can be achieved by means of traditional tools of commercial marketing communication.

This PR component is often identified with the term lobbying. It is, admittedly, one of important tools, but not a single one at all. Some of the important lobbyists are various trade associations, real estate agencies, pharmaceutical companies, insurers, oil companies and arms manufacturers. Public affairs are not a matter of large companies only, but local organizations may also use them to influence politicians or lawmakers through their social and business contacts, they enforce specific advantages for themselves or for their spheres of business. Organizations often unite to be able to intensify and increase their influence on

local as well as national politicians, they try to gain more strength and better negotiation conditions by uniting. Trade union organization belong to the strongest negotiators that use these techniques.

The goal of public affairs is to influence the public sphere so that everything is advantageous for the organization. Such an advantage does not have to be financial only, but also for example conceptual or symbolic (support for building cycling paths). The task is not only to enforce the interests of individuals and groups, but also to participate in the creation of policies and to influence the actors that make standards and regulations. This is why the practices differ very much in dependence on the political system in individual countries. Public affairs are a roofing term for numerous specialized methods: government relations, corporate and legal affairs, lobbying and advocacy).

In the Czech environment public affairs mean a relation to the government, meetings with important people, enforcement of interests of an organization, efforts to influence the legislation, communication with important authorities. Energetic, food, telecommunication, health and pharmaceutical, transporting and gambling companies most often deal with public affairs. Information, contacts and experience then become the best appreciated attributes of public affairs.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 180-190)

Control questions

1. What does the term public affairs mean?
2. Explain the term lobbying.
3. What is the difference between public affairs and lobbying?
4. What kind of companies are the most frequent users of public affairs abroad?
5. Explain the goals of public affairs.
6. Explain the term advocacy.
7. What is the role of public affairs in the Czech Republic?
8. Name concrete examples of organizations for which advocacy is an important element of public affairs.
9. Explain the term advocacy groups.

Link to the practical part

3.10 Job description, basic skills, competences and personal traits of a PR specialist.

Communication principles of a PR specialist for effective PR

2.11 Lobbying as a part of PR

Key words

Lobbying, lobbyists, activities, politics

The goals of the chapter

The goal of the chapter is to analyse the term lobbying and to explain the importance of the management of relations between the government sphere and other spheres. Another goal is to outline the basic rules for lobbying and to explain the term lobbyist.

Learning outcomes

- 26.1 understands the basic principles of public relations and external and internal communication linked to public relations
- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice
- 26.8 applies PR tools in company practice

Abstract

This PR method has a deep tradition and is still important and up-to-date. Its utilization does not only affect the sphere of public affairs, but gradually becomes a means applied in the business sphere. Lobbying is based on a social psychological method of solving various interests of entities by means of communication. In an encyclopaedia we find a definition saying that it is “*targeted influencing of members of parliament, the statutory and executive power*”. Lobbying brings facts to the government decision making process, which is therefore objectivized. The goal of lobbying is to visualize relations at the political decision-making level, to bring problems, interests and pressure situations to the partner that has influence on decision-making processes. Lobbying is characterized by the fact that its realization is mostly done by means of the interpersonal form between a lobbyist and a representative of the entity that is to be lobbied. Lobbyists negotiate with people that are able to influence a certain development or a decision on a subject of public or other interest by their competences. Lobbying has two basic work spheres:

- a) a function of an observer, i.e. to map what is happening in the company's sphere of interest and the adjacent spheres
- b) to gain information actively from all the political decision makers that come into account

A lobbyist is *“a person pursuing his/her own interest or an interest of a group with officials having the authorities and competences of the state power and its subjects in economic, cultural, political, social spheres, but also private and further spheres of life”*.

Lobbyist is a profession now, but lobbyist agencies also exist.

Companies and their associations try to gain the plans of the regulators as soon as possible to meet their primary goal: not to limit the space for the business negotiation too much. Lobbyist activities focus on timely notifying economists and regulators of forthcoming political decisions. A lobbyist first has to be able to get on as a communicator between his/her principal and the partner in the politics. Not only the knowledge of decision-making processes, but particularly the personal contacts of lobbyists decide on the success in lobbying. Hundreds of thousands of interest groups that defend and enforce their interests against the government and public sphere exist in the Czech Republic. Big unions and associations often conduct long-year and never-ending negotiations with the state. All these associations may use the services of lobbyists. The creativity of lobbying is based on the art of argumentation and, of course also counter argumentation and negotiation. Lobbying requires quality erudition in economics, politics and law.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 191-193)

Control questions

1. Define the term lobbying from the historic point of view.
2. Define the term lobbying from the present point of view.
3. Define the term lobbyist.
4. Analyse the job description of lobbyists.
5. Explain the importance of lobbyist at present.
6. In what way are lobbying and the present PR linked?

7. What types of organizations do lobbyist represent in the world?
8. What types of organizations do lobbyist represent in the CR?
9. Name the basic preconditions for a successful lobbyist.
10. What is so called lobbying creativity based on?

Link to the practical part

3.11 Training in communication techniques for effective PR building

2.12 PR agencies and organizations active in PR

Key words

PR user, in-house department, PR agencies, advertising agencies, digital agencies

The goals of the chapter

The goal of the chapter is to introduce the Czech and the international PR agency market and the activities of PR agencies to the students. On the basis of the study of this chapter a student will know the advantages and disadvantages of one's own production of a PR campaign.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity

Abstract

Public relations agencies are specialized companies involved in the creation of effective public relations. Public relations agencies represent a solution for companies that decide to cooperate with an external provider of services in public relations and communication. Unless a company has its own PR department, such agencies are very effective partners in building relations with the public, however, even large companies having their own public relations department often use the services of public relations agencies. More than a half of companies in the CR use the services of public relations agencies. Advertising and production agencies are often confused with public relations agencies in the practice. Some agencies actually offer both services, nevertheless, the products are different. The content of the activities of public relations agencies is creation of communication strategies by means of the communication of a certain topic, building reputation, organization of communication strategies and events. The cooperation with a client is usually long-term and an agency communicates company activities with the company's stakeholders. We must realize that public relations agencies can create messages, but they have limited control on where such a message goes or how another party interprets it. This is why creation of a dialogue between all the involved parties is modern. Most agencies are

members of APRA, and membership in this professional organization guarantees professional approach and a high level of ethics.

Public relations agencies charge remuneration for their work, usually in the form of monthly fees as public relations results usually become visible after a longer period, so they cannot be evaluated on a one-time-basis. An agency may moreover arrange for a so-called success fee (a clause on payments for achievement of excellent results). Monthly fees are based on hourly or sometimes daily rates. A client can therefore easily check and predict. A problem however arises, that no clear dependence between time and the value of the fulfilled order exists. Tasks assigned to a public relations agency actually have different demands – intellectual as well as creative. In this direction a conflict may arise between an agency and its client in terms of the extent and the quality of the work that an agency has done for its monthly fee. Commission is another form of remuneration. It has its roots in advertising and is more usual in big agencies, which have advantageous contracts of buying advertising space with media owners. Remuneration dependent on results is based on clear assignments and clear goals. Its level is then determined from client's sales and its market share. It is based on an exact marketing research that eliminates the possibility of risk and loss for the agency.

The public relations sphere has several professional and interest organizations in the Czech Republic thanks to its long-term global existence. APRA (it has accepted the Code of Rome containing a set of ethical principles for public relations agencies, where all the members has undertaken to adhere to the Code) and PR Klub.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24.

(pp. 108-112)

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-

13-51983-3-89. (pp. 110-113)

Control questions

1. What companies most usually ensure their PR through their own PR departments?
2. What companies most usually ensure their PR through PR agencies?
3. What does the abbreviation APRA mean?

4. Describe the basic differences between PR agencies, advertising, medial and digital agencies.
5. What products do public relations agencies offer?
6. Describe the term media agency.
7. Name at least four worldwide known public relations agencies.
8. Name at least four well known Czech public relations agencies.
9. What is the present role of boutique agencies?
10. Name at least five most important and five least important criteria for selection of a public relations agency.

Interesting points of the issue

<http://apra.cz/> = Association of PR Agencies

Link to the practical part

3.12 New technologies in PR. Internet presentation and social media from the copywriting point of view

2.13 Organization identity as an important element of present marketing communication; Crisis communication and PR

Key words

Crisis, crisis communication, crisis cycle

The goals of the chapter

The goal of this chapter is to explain the role of organization identity in a present PR company and to show the possibilities how to utilize this identity as a PR tool. A significant part of the lecture is devoted to the procedures how to conduct the whole communication and use the organization crisis in the case of a crisis. After studying this chapter students will know the basic tools for conducting crisis communication of a company.

Learning outcomes

- 26.6 understands the importance of corporate identity, culture and communication
- 26.7 proposes a basic suitable corporate identity
- 26.8 applies PR tools in company practice

Abstract

Company communication as a part of public relations was already introduced in previous chapters. Company communication changes significantly if a crisis arises in a company. Crises arise unexpectedly, often from a coincidence of unexpected circumstances. A crisis is an exceptional event or a series of events that threatens the integrity of a product or service, reputation or stability of a company (bad quality of food, mechanical defect on cars, a fall of a plane etc.).

Lots of organizations do not behave rationally in a critical situation or they even do not communicate at all. It is important for an organization not to shrink into a communication vacuum in critical moments, but on contrary to communicate with the wide public. The most important thing in solution of a critical situation is to make immediately a clear declaration what has happened and how the situation will be dealt with. A press conference and establishment of a crisis website is the most effective tactical tool in such an instance.

Effective crisis and/or conflict management is based on such PR communication that is able to influence the development of the conflict for the benefit of the organization and its customers.

We distinguish between the following phases of a crisis cycle:

- a) Proactive phase – a process of so called issue management starts during this phase. Issue management is an activity that identifies trends, fears or matters that might influence an organization in the following period. It is a proactive approach where a problem is forecasted, a threat is anticipated and a surprise is minimized, which helps avoid a crisis.
- b) Strategic phase – identification of a problem that requires a concentrated activity. Three basic strategies exist – risk communication, conflict positioning and a crisis situation management plan.
- c) Reactive phase – starts at the moment when a conflict matter reaches a critical level and has an impact on the organization. It is a continuous activity focused on the control of the process and a solution of the conflict. Possible reactions are for example a confrontation of accusations made, presentation of persuasive evidence of untruthiness of facts and information.
- d) Remedial phase – starts at the moment when the top stage of the crises abates. An analysis of the situation has to be performed and its extent evaluated. All activities focus on the remedy of the situation.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 158-164)

Additional source

KOPECKÝ, L., 2013. *Public relations*. Prague: Grada. ISBN 978-80-24742-29-8. (pp. 181-190)

Control questions

1. Analyse the term conflict management.
2. Characterize the term company crisis.

3. How should a company respond in the case of an occurrence of a crisis?
4. Specify the proactive phase of a crisis cycle.
5. Specify the strategic phase of a crisis cycle.
6. Specify the reactive phase of a crisis cycle.
7. Specify the remedial phase of a crisis cycle.
8. Name some procedures of crisis communication.
9. How can an image spoiled by a company crisis be restored?
10. What is the main danger of crisis situations and conflicts based on?

Link to the practical part

3.13 Discussion of the topic “Ethics in PR and unethical and manipulative techniques”

3 Preparation for seminars

3.1 Preparation of a PR plan; Discussion of the topic “The relation between marketing, marketing communication and PR”

Key words

Planning, analysis, proposals, control, budget.

The goals of the chapter

The goal of the chapter is to outline a possible form of planning public relations activities. Students are first acquainted with the basic idea of public relations plans and after that they prepare a plan of their public relations campaigns in groups on the basis of the subject matter. Students present the results at seminars.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice
- 26.4 builds his/her own communication competences

An example, introduction of a sample task

Like any other activity, PR is carefully planned in a company. The content of the plans differs according to various literature sources. In principle, the authors however come to the same basic content of each plan. **Evaluation of the existing form of communication:** we collect and evaluate information on past and current campaigns, the costs of these campaigns, the partners addressed. **Definition of the intents and goals of a communication campaign:** we set the goals where we want to get thanks to our public relations activities and what the campaign should look like. At the same time, we have to set the basic rules for conducting the PR campaign within our organization. **Defining the target group of customers:** each campaign is conducted for a specific group of customers which requires suitable **concept, approaches and strategies**. In the following phase we prepare **media plans for the campaign**, where we solve how to penetrate to the media

with our message. As in each project, a **budget** for the activity and some **output controls** must exist. A good plan of public relations activities determines: the goals, target groups, strategy, tactics, time schedule and of course the costs.

If we are dealing with a practical preparation of a campaign from the beginning, the assignment from the client, a so-called client brief has to be clearly formulated. It should always be in written and contain the following: the goals of the public relations campaign (introduction of a new product, building image, events ...); information on the organization (market position, logo, corporate visual style, vision, mission, etc.); information on that particular event, why the organization is interested in a public relations campaign; information on the target group; media where the campaign should be run (TV, printed media, outdoor, radio, the Internet); the expected time period and rough estimation of the budget. It is necessary to know the habits and the media popular with the target group to be able to focus the campaign precisely. No earlier than after an analysis of all the important aspects the media planning follows (preparation of the goals, strategies, measurement methodologies and time schedule, which results in the media plan. The next step consists of the campaign itself where the planned activities and the time schedule have particularly to be adhered to. At the end of the campaign its impact is measured on the basis of various surveys.

Assignment of individual work (task)

Prepare a draft public relations campaign plan for the introduction of several products:

- A classic music festival.
- A techno music festival.
- A firemen ball in your village (town).
- A new modern mobile phone.

Why are there such significant differences between the campaigns? What factors cause the differences? Is there a difference between the proposed PR campaign and a classical campaign? If there is, what in?

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 90-94)

3.2 Copywriting and preparation of PR messages

Key words

Grammar, copywriting, rules, texts

The goals of the chapter

The main goal of the chapter is to acquaint students with the rules of copywriting and to point out the principles of effective writing of articles and frequent mistakes that might lead to a loss of clients.

Learning outcomes

- 26.9 prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the factors that influence the buying behaviour of consumers in B2B and B2C markets

An example, introduction of a sample task

1. Writing is much more difficult than you think: we all learnt to write at school, but are we really able to write?
2. Copywriting is still changing: it is often described as the category of writing in advertising and marketing. It is however important that copywriting is not and cannot be common writing
3. Copywriting is thinking, not writing: an assumption that everything is the question of muse, creativity, floweriness and brilliant combinations is a problematic bad habit. Writing in PR is particularly a matter of thinking (of what the text should be about, what it should focus on and what it should elicit).
4. Copywriting requires further strange words: copywriting cannot exist by itself, top graphics is its part, in the instance of webdesign the knowledge of UX and SEO is necessary.
5. Copywriting has to examine what people want to read: a widespread misunderstanding exists about the nature of writing. The solution “We must come up with something interesting, juicy or even sensationalist” is an anachronism and does not work any

longer. The basic idea should be “We must find out what people are looking for and write according to that.”

6. Copywriting starts with an analysis of key words: the tools in the on-line world offer orientation statistics of what people search for, which is why effective writing is writing that cover the demand of the searchers.
7. Copywriting is an arm (if it is perfect): writing really is a powerful arm however it must be excellent, great, meaningful and well devised.

The main rules of copywriting:

We are not writing a technical text, on the contrary, we are writing an article that should catch people enough to finish it. This is why we proceed from the most interesting to the interesting. **Empty talks** only take space and do not attract readers. Human curiosity helps you if an article is good. There is a bad habit: to write just because something should be written. **Be careful about grammar** as diacritics and good word order are important. Write grammatically correctly and never rely on the corrections of text editors. Spend enough time on the control of the written text.

Do not forget who you are writing for and respect the idea that a text does not have to be attractive for the author but for the reader. Use the point of view of a reader. **Do not address readers**, if you know that you have nothing to offer. **A headline should be brief**, no more than five words, as a long text does not attract, most people jump them over. **Be careful about prepositions, conjunctions and words without meaning**. So called word padding should particularly not appear in headlines as words without meaning are ignored by internet browsers. **Finish your text with an appeal**, as if you do not, a reader does not know what to do then and leaves without a response.

Assignment of individual work (task)

Find the rules of the Czech language on www.nechybujte.cz learn how to transcript foreign language words and check that you have not forgotten the rules of the Czech grammar. Then check your proficiency in the Czech language on <http://www.diktaty.cz/>.

Literature

Sources used for the purpose of the example and assignment of activities:

BENEŠ, J., 2015. 7 chyb ve vašich textech, kvůli kterým přicházíte o zákazníky [online].

Mladý Podnikatel.cz. 2015 [cit. 2017-12-03]. Available from: <http://mladypodnikatel.cz/caste-chyby-v-textu-t25634>

LINGEA s.r.o., 2017. *Slovník nechybujte.cz* [online]. ©2017. [cit. 2017-12-03]. Available from: <http://www.nechybujte.cz>

RYBÁŘ, J., 2015. Jak psát – 7 úskalí copywritingu [online]. *Inspirovník všeho kreativního*. ©2015 [cit. 2017-12-03]. Available from: <http://www.inspirovnik.cz/copywriting-uskali/>

SÁLOVÁ, A. et al., 2015. *Copywriting, pište texty, které prodávají*. Brno: Computer press. ISBN 978-80-251-4589-0. (pp. 159-187)

Diktáty.cz [online]. ©2017, [cit. 2017-12-03]. Available from: <http://www.diktaty.cz>

3.3 Discussion of the topic “Mass media, their typology and application to PR” and “How to catch customer’s attention by means of a text”

Key words

Medium, mass medium, information, characteristics

The goals of the chapter

The main goal of the chapter is to acquaint students with media and the media market. Another goal is to outline the development in media sphere and possible trends of the future development.

Learning outcomes

- 26.3 applies effectively public relations tools in company practice
- 26.4 builds his/her own communication competences

An example, introduction of a sample task

The term medium/media is one of the most frequently used terms at present. The word comes from Latin (means, mediator, mediating agent). According to the Dictionary of Standard Czech medium is a mediating person, environment, agent, space filling or substance in which an object is embedded. Another definition presents a medium as a means of communication, transmission, most often a technical device that enables communication. The term is also used in physics, chemistry, biology computer technology and social communication theories. Fields involved in various aspects of social communication then use the word medium/media to identify something that mediates some messages to someone, i.e. communication media.

The main characteristic of media is that they are, thanks to their technical nature, able to convey various information. Mass media can be understood as systems and means that enable us to transmit the messages therein encoded to the audience. Media are means of communication, carriers of messages, including promotional and PR messages. Mass media and further means of communication can be considered suitable for public relations. The most important are: press, radio and television. Growing importance has been also

monitored among so-called new media, like direct mail, web and social networks. The basic classification of media is to electronic (television, radio, video, computer) vs. traditional (newspapers, magazines). Another type of classification is for example to hot and cool. Hot media are targeted on emotions and senses (spoken word, pictures, sounds and music) i.e. television, radio, cinema, telephone..., cool media, on contrary, provide more information, are usually storable and the receiver chooses the rhythm of the receipt of information (newspapers, magazines, billboards, means of transport, shop windows, packaging, leaflets, promotional gifts).

Assignment of individual work (task)

- Find in websites how many public and private radio stations are active in the CR.
- Find in websites how many public and private TV stations are active in the CR.
- Have a think about the importance of local TV stations for public relations.
- Form two groups and draw a card. There is “public media” on one and “private media” on the other. You become advocates of the drawn media for a couple of minutes and discuss with the other group the advantages of your media. Defend the expression means, the form of the broadcast and the positives and negatives of the broadcast content in the confrontation. The teacher will wright your opinions, which will be once more discussed. The purpose is not only to defend your opinion but also to find out how opinions that you might not completely agree with can be defended. You will actually not always have the good luck that your opinion will be the same as the opinion of the company you represent. This is where a good public relations manager can be recognized.
- Each student choses one type of media (press, radio, television etc.) which he/she most often uses and describes the advantages of his/her selection. He/she defends the selection before classmates.

Literature

Compulsory literature

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89. (pp. 96-100)

3.4 Discussion of the topic “Company and product slogans” and “Product names and packaging from the copywriting point of view”

Key words

Slogan, product, factors of slogan writing, slogan writing

The goals of the chapter

The goal of the chapter is to explain the basic rules for writing slogans and further PR element from the copywriting point of view. Student will understand the problems with slogan writing and will be able to propose slogans.

Learning outcomes

- 26.3 applies effectively public relations tools in company practice
- 26.6 understands the importance of corporate identity, culture and communication
- 26.8 applies PR tools in company practice

An example, introduction of a sample task

A slogan usually consists of “just” a few words. However, it is important for useful promotion. A slogan is an important marketing tool which deserves copywriter’s attendance as it helps represent a company. It is a short text devised to attract potential customers and impress itself into their minds. It must be easy to remember, apt and original. Before we start writing slogans we must clarify the basic information the slogan should be based on (we should know as much as possible about the company, the goal of the message and what aspects it should highlight). It is relatively important to map the slogans of competitors as we have to avoid any similarity (there is a legal level of the problem and similarity might lead to a confusion of products and companies).

Rhythm is one of the important factors of slogan writing. If you create a slogan that has rhythm, it is easy to pronounce and therefore easy to remember. Rhythm is based on regulated succession of strong and weak beats. We distinguish various systems upon the beats (syllabic, tonic, syllabotonic, metric). **Rhyme** is another factor, as rhyming slogans are easy to remember. Be careful about clumsy rhymes where the presence of a rhyme

seems to be more important for the author than the overall message and other qualities that a slogan should have. A message that contains double entendre is modern and interesting. Double entendre is a great tool for slogan writing. People like double entendre, they are easy to remember, capable of attracting attention and shocking. It is however necessary not to overdo and definitely to avoid vulgarity. **Transfer of meaning** is the last factor, particularly metonymy (transfer of meaning on the basis of internal similarity) and metaphor (transfer of meaning on the basis of external similarity)

Tips for slogan writing:

- Try to appeal to respondent's emotions. The best way to attract attention is to focus on emotions connected with safety love, need for self-expression, freedom of movement and thinking, etc.
- Avoid long texts. A slogan should not have more than five to eight words.
- Forget boring phrases that say nothing. If you claim that you are the best your slogan will attract nobody. Each company claims that it is the best. Try to be more specific.
- A slogan should not offend anybody, definitely avoid vulgarisms.
- Have a feedback. If you invent a slogan let several uninvolved people read it and ask them to tell you what impression it makes.
- Be careful about excessive humour. It might feel constrained.

Assignment of individual work (task)

Chose three of the following products and give them names. Then create product slogans and write them on a piece of paper. Then read the slogans to the other students and describe your thought process and defend the logics of the slogans.

- Bio yogurt.
- Fair smoked ham with 96 per cent muscle content
- Cheap clothes imported from Asia.
- A space flight.
- A visit to an unknown chateau soon after a reconstruction.

Chose two of the following business activities of companies and create their names. Then create product slogans and write them on a piece of paper. Then read the slogans to the other students and describe your thought process and defend the logics of the slogans.

- Manufacturing of neoprene clothes for water sports.
- Manufacturing of plastic dishes.
- Municipal public transport.
- Organization of Christmas markets.
- Care of seniors.

Literature

Sources used for the purpose of the exercise

SÁLOVÁ, A. et al., 2015. *Copywriting, pište texty, které prodávají*. Brno: Computer press. ISBN 978-80-251-4589-0. (pp. 159-187)

3.5 Direct marketing and the content aspect of a text

Key words

Direct marketing, PR, effectiveness, connection

The goals of the chapter

The goal of the chapter is to outline the term direct marketing and to show its connection to the public relations of organizations. Upon a brief introduction a student will be able to connect direct marketing and public relations.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice
- 26.5 applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media

An example, introduction of a sample task

The goal of direct marketing is, as we have already mentioned, to communicate directly with selected customers. The main direct marketing tools are particularly direct mail, advertising with direct response, telemarketing and on-line marketing. We may also meet the terms one-to-one marketing or tailored marketing. It is a combination of advertising, sales promotion and market research into a single activity. We sometimes hear that it is a marketing of mail order companies but it is not full truth. This form is among others applied by financial institutions, by sellers of goods, by providers of services or by the manufacturing sphere.

The direct marketing tools are particularly direct mail, advertising with direct response, telemarketing and on-line marketing. Direct marketing has numerous tools. Direct mail is the most important one nowadays. It is a direct consignment containing a notification of commercial character. Advertising with direct response is not widespread in our country. This type of advertising usually contains an integrated invitation (like “Call at once!” or “Visit our website!”). O-line marketing does not have to be introduced as it has passed

through a huge shift recently and is not only liked to a PC now but to all mobile operations. Telemarketing is targeted communication that uses the telephone. This kind of communication focuses on finding, gaining and development of relations with customers. All the introduced possibilities have one common point. Their effectiveness is significantly higher if they are backed by public relations activities. A public relations text supporting the direct marketing sphere has to be clearly specified in terms of the segment. This fact is more important than in public relations supporting different company activities, that is actually the only way to make clients connect a public relations activity with a representative that sells a product.

Media used for this type of communication can be:

- a) unaddressed,
- b) addressed.

Those unaddressed are among others: printed advertising with the possibility of direct response, interactive television (Direct Response Television = DRTV) and e.g. teletext. Addressed media are among others direct mail, telemarketing, catalogue sale. New interactive media, e.g. websites; e-mailing; communication servers and social media (Facebook, Twitter, MySpace); blogs and discussion forums; search engine marketing (SEM); mobile marketing however play the most important role

Assignment of individual work (task)

Choose one product typical for distribution through direct marketing and put yourself in the place of a seller. Prepare material that you will present before other students with your team. The main points of the presentation will be: product description; what methods you will apply to the sale; what activities and what kind of materials you will require from a public relations agency.

Do you know real companies where public relations within direct sale works perfectly? Do you know real companies where public relations within direct sale do not work? What is the reason in your opinion?

Literature

Sources used for the purpose of the exercise

SÁLOVÁ, A. et al., 2015. *Copywriting, pište texty, které prodávají*. Brno: Computer press. ISBN 978-80-251-4589-0. (pp. 29-34)

3.6 Preparation of a crisis communication plan and PR

Key words

Company crisis, crisis communication, crisis marketing, information campaign.

The goals of the chapter

The goal of the chapter is to provide basic advice for preparation of texts during a crisis information campaign. The subject matter of the seminar is directly linked to the content of the lecture. A student will prepare an adequate information campaign on the basis of the knowledge from the lecture and from a part of the seminar.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.8 applies PR tools in company practice
- 26.9 prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the factors that influence the buying behaviour of consumers in B2B and B2C markets

An example, introduction of a sample task

A crisis is an event with a potentially negative impact on an organization, but it might also impact “only” a particular service or a product, an individual or the public. A crisis is a specific, unexpected and unusual event that produces a high risk of uncertainty and threat or threatens important goals of an organization. So-called crisis management is established to deal with a crisis, which is a strategic planning process active for the whole crisis period, which removes some risks, uncertainties from the negative event and gives the company bigger control over its fate. Crisis management should define, identify and analyse so that it is able to conduct crisis communication and have a precise crisis communication plan prepared.

Preparation for a crisis

Preparation for a crisis must include the following important activities:

Crisis planning: definition of the steps to be taken during a crisis. It is necessary to prepare substitutability of crisis team members, particularly timely training and a regular simulation of a possible crisis.

Setting the target groups for the crisis communication: to specify what target groups will be included into the crisis communication (groups affected by the crisis (for example consumers), groups actively affecting the course of the crisis (media and pressure groups), third parties (independent authorities), parties supporting the teams in a crisis (PR agency, lawyers) and groups that have to be timely informed about a crisis (business partners, employees, government bodies etc.)).

Establishment of a crisis team: which should consist of people from various spheres, where everybody has his/her work (a crisis manager, a spokesperson, access defender (monitors the information flow), specialist members, auxiliary members and external members (lawyers, a PR agency, a psychologist).

Preparation of the necessary resources and equipment

Existence of a crisis manual

A crisis manual is the most important document in a crisis. It should contain procedures and principles of crisis communication (description of the crisis team, contacts to target groups and to company's controlling bodies, description of necessary resources and equipment + prepared documents, i.e. press releases a list of employees, FAQ). All information flows should be centralized and controlled in communication with media during a crisis. This eliminates a dangerous source of communication noise or deliberate disinformation. A press release in a crisis should even more strictly adhere to its basic rules – i.e. no more than 2-3 communications, briefness, simplicity and introduction of examples. The basic rules for dealing with media during a crisis have to be respected. They are:

Be honour – never lie, if you cannot reply, do not prevaricate.

Be exact and do not speculate.

Protect your interests.

Respect the terms of media, adhere to arrangements and promises.

Show adequate emotions (repentance, self-confidence).

Do not let yourself put out of countenance.

Never say anything off-record.

Be careful about non-verbal communication

Rules of crisis communication

During communication we have to answer a lot of important questions, e.g. What is the worst that could happen? What is the most pessimistic variant of further development? What threshold can the development of the starting crisis reach? What are the terminal consequences that the development might bring without an intervention? When to start with the crisis communication? In what order and with whom should we communicate? What to say to whom? What will it do with the company? What response might be expected from the addressed communication partners?

Assignment of individual work (task)

You are a crisis manager of a fast food restaurant. A few children got salmonellosis from insufficient thermal processing of meat. Two are in hospital in a problematic health condition and another one in a direct health threat. Prepare a crisis communication plan in teams. What groups of stakeholders will you communicate with? Explain why your choice is as it is. What will be the content of your communication? Who and when will serve the communication? On what occasion and in what situation will you serve the notification to the public?

Literature

Compulsory literature

SMITH, R. D., 2017. *Strategic Planning for Public*. [s. l.]: Taylor & Francis. ISBN 978-13-51983-3-89. (pp. 101-113)

Sources used for the purpose of the exercise

UOPIC, M. Zvládněte krizovou komunikaci [online]. *Marketingové noviny.cz*. ©2015 [cit. 2017-12-16]. Available from: http://www.marketingovenoviny.cz/marketing_4196/

3.7 Planning and preparation of an event marketing activity

Key words

Event, sources for an event organization, venue, technical demands for the venue

The goals of the chapter

The goal of the chapter is to explain the basic rules for organization of event activities from various points of view. As an output of the seminar students will continue with the work from the previous lesson and will prepare a detailed plan of activities related to an organization of an event.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice

An example, introduction of a sample task

Congresses, seminars, exhibitions, company events, culture events, sport events and events of various associations are the most important types of activities. The main goal of an event is usually to mediate certain experiences that elicit psychological and emotional impulses mediated by organization of various events aimed at supporting the image of a company and its products.

The basic steps of an organization of an event is preparation of a business plan, establishment of the organizing team, preparation of the time schedule and budget, preparation of catering and of the programme.

The basic resources for the organization of each event are: human resources, material resources and financial resources. The main tasks during the planning and preparation process are planning for the provisions of space and technical equipment; accommodation and catering for participants; press and information services and translation and interpretation service.

Identification of the target group for which the activity is prepared is the most important aspect for the perfect impact of an event. The most possible identification of the segment is important, so that we know its needs and desires, as if we manage it, the choice of the

communication and emotional level of the whole event will be easier. In the identification of the segment we distinguish between internal and external target groups. The internal groups of users are: employees of the company, middle and top management, company owners. The external groups of users are then: customers, suppliers, business partners, journalists, media.

For the selection of the venue it is necessary to know the purpose of the activity and also the segment that will visit the event. It also depends on the topic, the goal, the size of the events as well as on further circumstances. In the instance of an outdoor event we must think of the weather and have a wet variant prepared.

In the selection of the location we must consider the space capacity for the event and the so-called *genius loci* also plays an important role. The possibilities of accommodation and transport have to be taken into account, hygienic facilities, the background for the production and for the performers, changing rooms and areas for preparation and materials. Among further important aspects in the selection of the location are definitely the technical conditions (requirements of the lighting staff, sound engineers, caterers) and the price for the lease of the space also plays an important role.

Assignment of individual work (task)

Prepare more detailed specifics of the event to the annotation you prepared in the previous lesson, specify exactly the segment of the visitors and prepare a defence of your choice of the location for the event. Find out what space arrangement does the selected location provide and prepare a plan of the arrangement of the main components of the whole programme. Plan the whole programme including all the necessary auxiliary activities and specify the planned personnel requirements.

Literature

Recommended literature

REIC, I., 2016. *Events Marketing Management: A consumer perspective*. [s. l.]: Routledge. ISBN 978-11-36289-7-98. (pp. 60-114)

3.8 Event marketing as a part of PR

Key words

Event, specification of the term, event participants, places of the implementation of the activities

The goals of the chapter

The goal of the chapter is to acquaint students with the term “event management” and to explain the influence of event organization on the PR organization. Students are acquainted with the tasks of an event and various types of environment for their organization. As the output from the seminar student will prepare a basic summary of an event activity, which will be developed in the consequent lessons.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice

An example, introduction of a sample task

An event is interpreted as a happening, an experience, enjoyment, a story, a case or a performance. An important aspect is that it is an exceptional experience of various duration that might support establishment of quality company communication, company reputation with business partners, the public and further stakeholders. Event activities are also defined as for example activities carried out publicly; connection of a marketing target with an event; connection of a brand with an event; matters strengthening the relation between a customer and a company; a means of bringing a product closer to a customer; or influencing a certain group of people by means of cultural events. Events can be classified from various points of view, e.g. according to their content; according to the target audiences; according to the place of the event; or according to the concept, where we distinguish brand events (to support the emotional strength of a brand); image events (to strengthen the prestige of a brand); events exploiting an opportunity (e.g. to organize an event for the best clients); know-how related events. Events can be held for various numbers of people, it only depends on your invention and funds). Events are often

organized by specialized agencies, which help with the preparation offering their creativity and providing their material, technical and personnel background. Selection of attractive setting is important for events. The most frequently used places are congress centres, conference centres and exhibition halls (specialized facilities designed for organization of big events); universities (characterized by their sufficient expert and personnel background, which usually also have very good technical equipment available); means of transport (sea and river boats or luxury (vintage) trains); sports halls and stadiums; cultural social centres, important buildings of high historic, cultural and social value; congress accommodation facilities (facilities with adequate background for participants as well as for speakers and other staff, often having smaller halls for activities in sections or workshops). There are certainly further places where an activity can be held like in the whole event marketing, it depends on the fantasy and on the possibilities of clients.

The importance of mutual relations and the emotional subtext in the communication is a common trait of an event and public relations. A press conference often held on the occasion of a launch of a new product or service of an important anniversary of a company or as a response to negative publicity plays a key role in public relations. The role of event marketing is based here on the uniqueness and unrepeatability of the scenario of a particular press conference as an unconventional concept together with an emotional experience can lead to a much more significant result.

Assignment of individual work (task)

In groups prepare an event activity of a chosen company, on which you will work in the following seminars. Now prepare the basic summary of the whole event and a brief description of the company you have chosen. The content of the output will be:

- a) name + basic description of the company that is preparing the activity;
- b) the work name of the activity;
- c) the goals of the activity;
- d) the basic idea;
- e) description of the venue;
- f) specification of the segment for which the event is being prepared;
- g) the basic ideas and rules of the activity organization;
- h) setting the roles of your company and contracted agencies.

Literature

Recommended literature

REIC, I., 2016. *Events Marketing Management: A consumer perspective*. [s. l.]: Routledge.

ISBN 978-11-36289-7-98. (pp. 28-59)

3.9 Organization of marketing activities

Key words

Technical background, sound equipment, lighting equipment, production team

The goals of the chapter

A student is able to prepare and completely organize an event activity from the point of view of a client. A student is able to identify the weak points of the organization of a whole event and focus attention on them. The goal of the seminar is not to prepare technical staff as numerous specialized contractors participate in the preparation of such activities, but a PR (marketing) department staff member often plays the role of a supervisor over the whole event. A student will be prepared for this role on the basis of the exercise and will be able to prepare basic scenarios what such an event should look like.

Learning outcomes

- 26.2 applies public relations tools to practical situations
- 26.3 applies effectively public relations tools in company practice

An example, introduction of a sample task

Conferences, seminars, social events, company presentations, grand openings, banquets, opening ceremonies of branches, affiliates, Christmas parties, fashion shows etc. are the most frequent types of activities.

Still before the organization the technical background for the event has to be arranged for, which means sound equipment, lighting, stage, projection technology etc. This preparation belongs to the most difficult parts and is prepared just before the event because this equipment is usually hired. There are not many events where the technical preparation is not done in a hurry, however, everything must be perfect. These services are usually provided by specialized agencies; however, the preparation has to be supervised as the result does your credit. Everything must be considered, precisely planned, ensured and tested before the beginning of the event.

Sound equipment is one of the basic elements of the technical provision. For small events with low demands sound equipment can be hired without a sound technician, but for more

important events a sound technician is strongly recommended. When sound equipment is ordered the following has to be specified: the type of the activity the sound system is for, the size and type of space, the expected number of visitors and the basic technical requirements (the number of speakers, reproduced music etc.). Lighting equipment works wonders but it can spoil the whole event, so leave it up to professionals, consult everything with them, specify carefully what you need and what your idea is. If an event is planned outside always take into account the possibility of a rain and prepare the sound and lighting systems also for a “wet variant” A small rain is easy to cope with, but a rain in combination with wind is usually a problem. Stages, barriers and fencing, various projectors, stage sets and decoration are further important technical things. Always care about the safety aspects and adhere to all standards when you are using any kind of technology.

An event is organized and produced by a team of people. It is therefore necessary that each team member knows exactly what is necessary and what he/she is responsible for at each moment. A team leader, who has the final word has to be appointed (a disagreement might arise between team members, particularly over creative points, which might lead to a complete failure of the whole preparation). Important members of a team are: a host, artists (actors, singers, performers), technicians, hostesses, catering staff, cleaners, cloakroom attendants and guards. Do not underestimate the selection of “ordinary” employees as one unpleasant person at the entrance, waiting for the end of the shift, does not make a good impression and atmosphere.

Preparation of the programme, scenario and the order are further important components of the organization.

Assignment of individual work (task)

Elaborate a complex event programme plan for the activity you have proposed and integrate all the parts so far elaborated into the plan.

An evening programme of an event for 100 people, where a company strategy was introduced, is culminating. Everything is running OK, singer XY is preparing for her performance before dinner. Suddenly there is a power failure caused by a storm. How will you deal with such a situation?

Literature

Recommended literature

REIC, I., 2016. *Events Marketing Management: A consumer perspective*. [s. l.]: Routledge.

ISBN 978-11-36289-7-98. (pp. 115-148)

3.10 Job description, basic skills, competences and personal traits of a PR specialist. Communication principles of a PR specialist for effective PR

Key words

Personality of a PR specialist, positive traits of a PR specialist, negative traits of a PR specialist

The goals of the chapter

The goal of the chapter is to prepare students for the profession of a public relations specialist with all necessary competences. The traits that a personality of a public relations specialist should and should not have will first be introduced. Then the role of communication will be clarified as communication competences belong to key ones for a public relations specialist. Evaluation of the personalities of students according to personality tests focused on the use of effective means of communication will be the output of the chapter.

Learning outcomes

- 26.4 builds his/her own communication competences
- 26.5 applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media

An example, introduction of a sample task

Specialists working in public relations departments should have certain basic personal qualities, like patience, stamina, inventiveness and creativity, the art of listening, analytic thinking, ability to persuade, flexibility, politeness, pleasantness, tact. Basic qualities of each public relations specialist are among others patience, stamina, inventiveness and creativity, the art of listening, analytic thinking, ability to persuade, flexibility, politeness, pleasantness, tact and ambition. On the other hand, traits that are problematic for a public relations specialist are: an effort to look good, be reasonable always and under all

circumstances, naivety and credulity, dividing the world between good and evil, tendency to quarrel, aggressiveness and uncertainty.

PR is mainly about communication, which is why a PR specialist should concentrate his/her effort on communication. The term communication comes from Latin *communis* = common, and its core is trying to find something in common. Communication is defined as “conveying or exchange of various information contents within differentiated communication systems using various communication media”. Communicated contents (communiqués) are conveyed (communicated) in a process of any activity enabling the use of characters whose structure enables us to express the information value of the communicated content. We must realize that successful communication has to be two-way or more-way, i.e. we must wait for the responses of the audience, even if we present for 200 people! Each individual’s communication should have two sides, namely the art to speak and communicate information and the art to listen. Basic requirements for a communicator are among others to be clear, brief, correct, complete and polite. The communication process is based on transfer of information from one person to another. Information transmitted by an individual can be influenced by his/her current temper, mood, by his/her habits or experience. A sender of information, who codes a message to a communication transmission (written, oral sometimes only non-verbal) is on one side. At the moment of utterance, the message is decoded by its receiver. Decoding is however only possible if the chosen way of transmission is adequate to receiver’s knowledge (foreign languages, professional terminology of the message, unknown gestures). Any part of the communication scheme might be affected by communication noises that disturb the communication. If a sender realizes communication noise it is reasonable to respond adequately (repeating, pointing out) than to ignore it.

The term communication is closely related to the term rhetoric, which is a theory dealing with verbal skills. Sometimes this term is used as a pejorative designation of empty speech (blabbering blathering). The term has been known since the ancient Greece, where it was one of three disciplines taught at universities (grammar and dialectics). A person can be called a rhetor if he/she is a master of words. There is a relatively big difference between a rhetor and a demagogue, demagogue is a speaker for whom the end justifies the means, is able to exploit crowd psychology and fascinate even developed masses by means of simple slogans, acts and solutions. Modern rhetoric is based on Comenius’s principles and adopts a lot of them (the ability to motivate audience, the requirement for plentiful speech, unacceptance of a boring language of bureaucrats and condemnation of terms and phrases expected in advance), where

spoken word has still an important role and thoughts communicated by speaking are still considered most impressive and most efficient. Modern rhetoric relates to interpersonal relations, profession etc. It has its irreplaceable position in modern management schools (rhetoric courses are offered). Winston Churchill, Adolf Hitler, Josef Jungmann, Josef Dobrovský, Protagoras of Abdera, Demosthenes, Cicero, Fidel Castro are considered great rhetors.

Communication is classified from several points of view, which are presented differently by communication theorists. One of the possible classifications is to **written communication** – letters, reports, orders, directives, articles etc.; **oral communication** – a conversation, a discourse, a conference, a public speech, a phone call; **visual communication** – graphs, tables, pictures, video recordings, models, electronic communication, the Internet, intranet. Another possible classification is based on the involvement of communicators: **one-way** – a monologue and **more-way** – a dialogue, which can be then symmetric (both communicator speak to each other) and asymmetric (one communicator speaks to another). From the point of view of formality, we distinguish between **formal** communication – one topic that is important and up-to-date and **informal** – including feelings, emotions and a possibility of further topics.

Assignment of individual work (task)

When we fail in communication, it is usually caused by our attitudes. There is not a better situation in public relations that if a public relations specialist radiates a positive attitude. Complete the test that you are given at the lesson honestly and count the scores. You will see from the key how you stand from the point of view of positive attitudes and therefore how the others perceive you.

Literature

Sources used for the purpose of the exercise

JANOŠEK, J., 2015. *Psychologické základy verbální komunikace*. Prague: Grada. ISBN 978-80-24742-95-3. (pp. 12-52)

3.11 Training in communication techniques for effective PR building

Key words

Communication, medium, communication channel, verbal communication, non-verbal communication

The goals of the chapter

The goal of this chapter is to practice communication techniques that will serve for efficient building of public relations. This will also lead to building students' own communication competences.

Learning outcomes

- 26.4 builds his/her own communication competences
- 26.5 applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media

An example, introduction of a sample task

Various views of the classification of communication exist, however the basic classification is into **verbal communication** and **non-verbal communication**. Verbal communication assumes that an individual has verbal abilities (is able to express his/her thoughts in manners that are understandable for the listeners) and non-verbal communication contains personal extrasensory manifestations and attitudes by means of which we convey information of how we perceive our surroundings (we recognize a liar, aggressive attitudes, fearful attitude, sadness etc.). The term body language has also become usual.

Verbal component of communication

Verbal communication has both the objective material content and the reflection of inner feelings and the mood of a speaker. Verbal communication is conveyance of a message by means of words. Good verbal communication should be concrete, clear and understandable. Verbal communication is based on the use of verbal and non-verbal means

of expression and serves for communication within a social structure. It is sometimes defined as the “capability and process of using a relatively closed, generalized and stabilized system of verbal symbols. This sphere of study particularly deals with the processes of creation and perception of speech. Besides the content of the message, its logic, sentence formation, vocabulary, occurrence of foreign language words, listeners also perceive the voice means like the colour, strength, height and melody of the voice, its speed, fluency, accent or articulation. It is necessary to assess speech together with the non-verbal communication as the interpretation of each component might sometimes differ.

A dialogue is considered the basis of communication. It is a discourse of two or more people on one or more topics. A dialog may have numerous forms, e.g. an interview, a conversation, a debate a discussion, a discourse, a talk an argument, an interrogation. From the psychological point of view the quality of a dialogue (the interest to conduct a dialogue), thoroughness and competence are important. A PR specialist should avoid any sighs or gasps and so called bad speaking habits (“humm”, “er”, “so”). Numerous means of increasing the efficiency of speech exist (supporting the illustrative nature, supporting the sharpness of the appeal, means creating tension, means adding aesthetic effect, means drawing listeners to the speech development).

Non-verbal component of communication

Often referred to as communication without words. The term has been known for a long time, but in the CR it underwent its renaissance in the early 1990s, particularly in the managerial sphere, where numerous educational programmes were under development. It came into the general awareness at the turn of the millennium and appears in professional as well as private life. It is going through slight changes nowadays. Non-verbal communication is inborn and significantly influenced by the culture and the environment (upbringing, habits). Any reduction of this communication deprives a communication partner of an important source of information, which can have negative impacts on the result of a whole negotiation.

Non-verbal communication helps by means of: the body posture and its movements, face expression, looks and eye movements, changes of the distance between communicators, signals of dominance, kinds of clothing and its colours, touches, the ways how a communicator treats time. The basic means of non-verbal communication are: haptics, mimics, gesticulation, posturology, proxemics and kinesics.

Assignment of individual work (task)

Record all situations when the communication was not ideal in your opinion during the instruction. Write down the mistakes that the teacher makes we will discuss them at the end of the lesson. Evaluate self-critically what communication mistakes you make in the public and think what negative impact they might have on the perception of your personality by the others.

Literature

Sources used for the purpose of the exercise

JANOŮŠEK, J., 2015. *Psychologické základy verbální komunikace*. Prague: Grada. ISBN 978-80-24742-95-3. (pp. 54-85)

3.12 New technologies in PR. Internet presentation and social media from the copywriting point of view

Key words

Internet, websites, on-line communication, social networks, trends

The goals of the chapter

The goal of the chapter is to apply the achieved knowledge and skills to the internet public relations sphere. The chapter acquaints students with the web environment for public relations communication and shows further possibilities of PR development in this ever-changing environment. On the basis of the obtained information student will compare some on-line public relations activities of companies from various spheres, which will be evaluated during the seminar. In groups they will use the public relations model prepared in previous lessons and apply the model to the on-line environment, which will lead to further competences in the on-line PR sphere.

Learning outcomes

- 26.8 applies PR tools in company practice
- 26.9 prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the factors that influence the buying behaviour of consumers in B2B and B2C markets

An example, introduction of a sample task

The influence of the technology development also affects the sphere of public relations, namely in all its areas. Not only we can effectively use such technologies, but it is also necessary to keep an eye on all outputs of this sphere of public relation as a content that someone somewhere publishes might be easily abused and might cause significant damage to companies or individuals, which is why we should monitor all these media and respond immediately to any possible outputs.

The Internet is referred to as the first important electronic medium. The whole e-business sphere is an important part of the business system and the growth of its importance will continue. The internet offers a lot of tools to public relations (basic communication

functions, monitoring, research of trends, identification of dawn of crises). There is a significant problem of the Internet, that the control over messages is lost and this situation might lead to a rise of rumours and slanders.

Social networks are problematic for public relations as users of these networks often create the contents themselves and there is nobody to censor such contents (if the articles meet the basic ethical standards). Nevertheless, all social networks are great tools of viral marketing. Creativity plays an important role here and you should definitely not be afraid of it. Blogs are trendy tools, they motivate to conveying information, so it is useful to focus on bloggers and establish partnerships with them as they may contribute significantly to the public relations of an organization, if their blog reflects the topic of our production etc. Numerous possibilities how to cooperate with editors or web administrators also exist in the world of media relations. Websites offer similar opportunities like “traditional” media, enriched by digital presentations, animations, video applications on the basis of RSS technologies. Data storages can also be used. It is necessary to keep in mind that each activity is stored by the web and can be traced in the long term. On-line environment is still developing so it is difficult to predict the development trends, however some trends are outlined in the compulsory literature. From the point of view of the future of public relations some signals exist how public relations might develop in the on-line world. Some of these signals are: information overloading, fears about privacy, censorship, micro networks, new influences, the return of investments and the ethics.

Assignment of individual work (task)

Find companies that have websites, FB, blog in the Internet, each from a different sphere of business (manufacturing industry, food industry, services). Identify public relations activities in the analysed environment. Prepare a table and compare in which sphere companies are building the best on-line PR.

You dealt with children infected with salmonella in chapter 3.6. Recall your results and try to adapt them to the on-line public relations rules. Prepare modifications of your proposal for the web environment.

Literature

Sources used for the purpose of the exercise

SÁLOVÁ, A. et al., 2015. *Copywriting, pište texty, které prodávají*. Brno: Computer press.
ISBN 978-80-251-4589-0. (pp. 159-167)

3.13 Discussion of the topic “Ethics in PR and unethical and manipulative techniques”

Key words

Ethics, etiquette, manipulation, whitewashing, false accounts and comments

The goals of the chapter

The goal of the chapter is to explain the difference between ethics and etiquette. Another goal is to point out how important it is for public relations specialists to adhere to the basic etiquette rules. A significant part of the chapter introduces the main offences against the rules of the public relations ethics.

Learning outcomes

- 26.4 builds his/her own communication competences
- 26.5 applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media
- 26.8 applies PR tools in company practice
- 26.9 prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the factors that influence the buying behaviour of consumers in B2B and B2C markets

An example, introduction of a sample task

Ethics is a philosophic discipline dealing with morality as a social aspect of human life, a science of the origin and nature of moral behaviour. Ethics assesses human acts from the point of view of the conscience (right or wrong, useful and harmful) and tries to organize these categories. It is therefore sometimes referred to as the theory of morality. Morality is the ability of an individual to stick to the so-called conscience in all acts, i.e. to assess all human matters from the point of view of distinguishing between good and evil, usefulness and uselessness. A relatively stabilized way of human behaviour in mutual relation and in the relation to the society can be referred to as morals. The term etiquette then identifies the rules of social behaviour and the system of social habits. Etiquette leads to

thoughtfulness, empathy, it reflects the level of development of a society and its majority taste. It is obvious from the above that both the terms are important for a public relations specialist as his/her work and personality are visible and he/she represents the organization this way. Good manners include behaviour itself, the ability to deal with people, to become pleasant for them through his/her clothes, modesty, wit and sharpness. We should realize that our family, friends and sometimes the whole nation is judged by our behaviour. So called social tact, which is defined as thoughtful social behaviour and a sensitive relation to other people is a part of the rules. Social tact is considered a manifestation of refinement as it is based on the correct response to a situation in the society. The basic components of tact are: decency, politeness, respect, seriousness, inconspicuousness, modesty and honesty. Humiliating, harming, and offending another person is a serious mistake.

Mass media and the specific type of social communication they participate in are the mediation agent (and therefore also the public relations tool for conveyance of interesting messages). They represent a key communication channel of the modern society and strongly form the social awareness and opinions. Moral principles in the media sphere are dealt with by a special discipline – media ethics, which is an applied normative ethics that critically reflects to morals in the whole media sphere.

Ethically problematic communication tools of public relations

In PR sphere we often see activities of public agencies that are often connected with ethically unacceptable practices (**bribing journalists, spreading disinformation or manipulation**) News should honestly and in an extinguishing manner answer all questions and journalist should **avoid presentation of misleading, false or deceptive news. Providing products and giving gifts to journalists** with the aim to gain their favour and to deprive them from impartiality belong to the problematic techniques. Organization of so-called **journalist trips** is also similar. The organization of such a trip is not yet on the threshold of ethics but during such a trip we are really standing on a very thin line between a trip and bribery. **Astrourfing** is another practice, which is definitely unethical. It represents an endeavour to induce the impression of spontaneous or natural behaviour. The aim of such behaviour is to hide the planned message under the guise of an independent response of the public. Employees of public relations departments or agencies, often under false names bombard editors with letters, e-mails or phone calls from “numerous” recipients. **Whitewashing** is another technique, it means camouflaging and embellishing. In other words, this technique tries to prevent people from learning the truth (particularly on bad, immoral or illegal acts). We can also mention the technique of **front groups** where

we influence the public opinion for the benefit of hidden organizations. **Spin doctoring** is the last introduced technique that refers to a form of one-sided propaganda, where deceptive techniques and strongly manipulative methods are used.

Assignment of individual work (task)

Find a public relations article in the Internet that, in your opinion, breaches the principles of public relations ethics and substantiate your decision.

Write individually what problems you consider unethical in public relations and order them from less serious ones to more serious ones as you perceive it. Introduce your results to your colleagues in a small group of approximately five students and find out where you reach agreement and where not. Discuss the results with other groups in the class.

Literature

Compulsory literature

HEJLOVÁ, D., 2015. *Public relations*. Prague: Grada. ISBN 978-80-24750-2-24. (pp. 224-232)