

PUBLIC RELATIONS AND MARKETING

WHAT ARE PUBLIC RELATIONS AND MARKETING?

Public Relations are - The management function that evaluates the attitudes of the important public, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn understanding and acceptance by this public. (Cotler)

Marketing - as a concept suggests that an organisation will succeed by focusing on what customers want rather than on what the organisation thinks it can produce. This focus should involve all the different departments of the organisation. Principles of Marketing (Randall)

WHY BOTHER?

Too often small and even large organisations don't plan their public relations and consequently tend to teeter from one crisis to the next.

This mode of reaction rather than proaction means

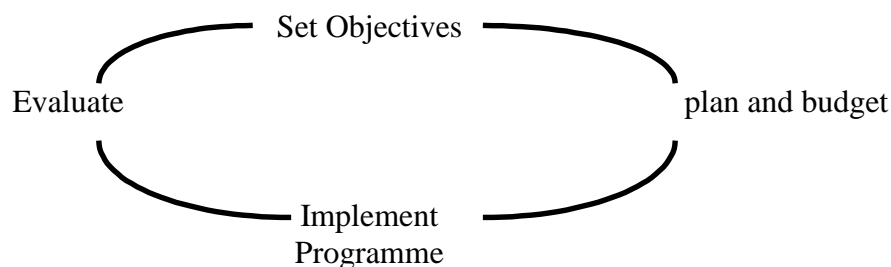
- The environment sets the agenda (out of your control)
- Mixed messages are given
- Short term quick fix strategies are used - crisis management.

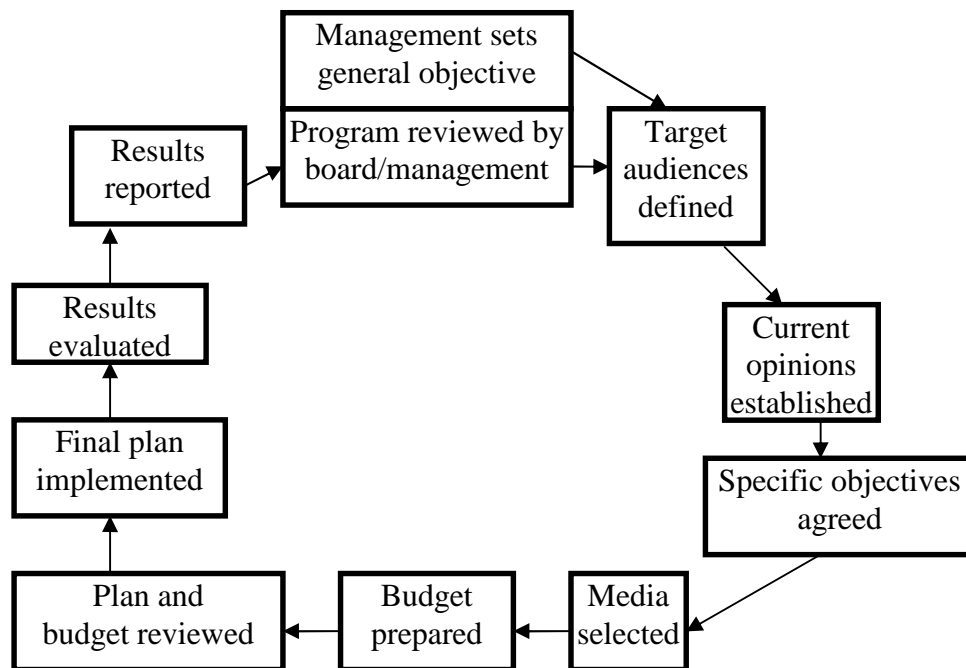
If you have a planned public relations programme, you will avoid the above.

Marketing must monitor, think and react. Change may be influenced: it can sometimes be speeded up or slowed down. It cannot in the end be controlled.

HOW DO WE DO IT?

Public Relation must be an integral part of your planning strategy. For every project eg. your newsletter there must be a public relations plan which should include basic things such as how we intend to communicate with clients, funders, public etc.



To break that down even further**To simplify it even further!****A CHECKLIST**

- R = Research
- A = Adaptation
- I = Implementation
- S = Strategies
- E = Evaluate

WHO ARE OUR PUBLIC?

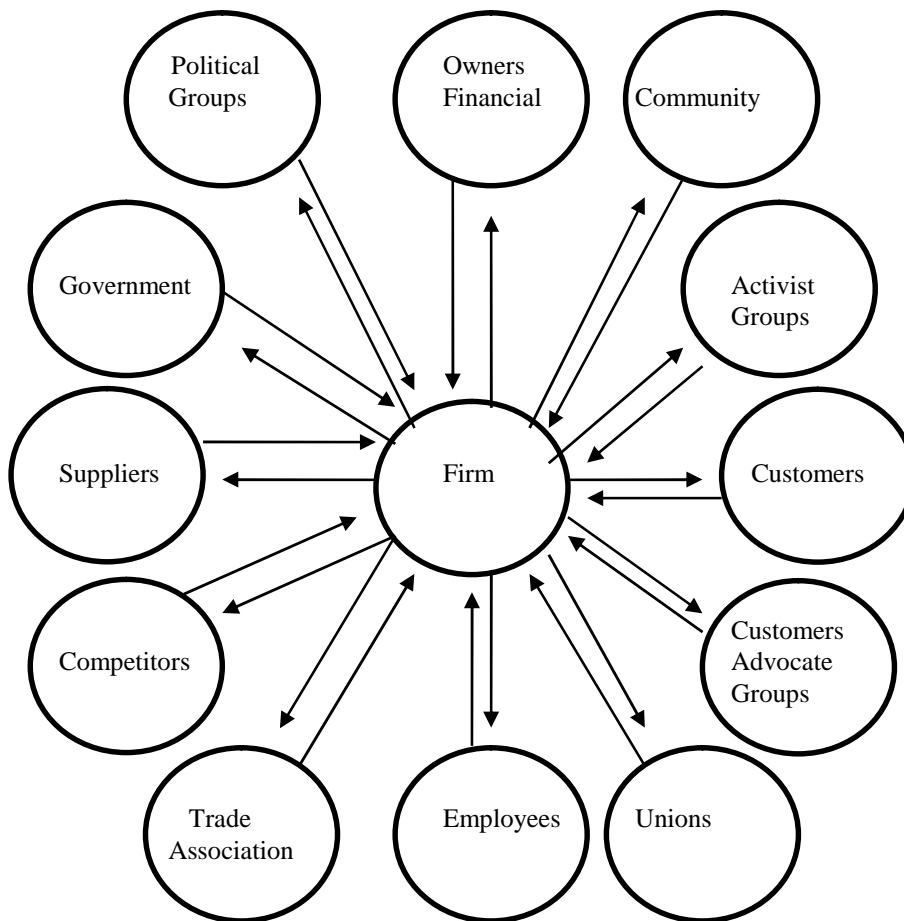
Every organisation, whether a business firm or a non profit organisation, exists within an environment and interacts with it. Changes in the environment may profoundly affect the organisation, which must therefore be aware of these important influences and how the environment is changing.

An organisation's primary public are clients, employees, directors and the general community and members. Secondary public are those to whom it must relate less frequently but on a fairly continuous basis - government officials, funders, agents, suppliers etc. These publics are often related not only to the organisation but also to each other in many important ways. One particular public may have great influence on another.

Once your organisation has identified its key publics, it needs to find out how each group thinks and feels about the organisation and this can only be done by research such as focus groups, surveys, market research etc. You now have a solid base for strategic planning and moving forward. (Adapted from *Managing Public Relations* - Cotler)

WHO ARE OUR STAKEHOLDERS?

Often in our organisation, we will need to communicate with our stakeholders in different ways, but we must communicate.



You need to:

- Identify the organisation's relevant publics
- Measure the images and attitudes held by these publics
- Establish image and attitude goals for these key publics
- Develop cost effective public relations strategies
- Prepare for public relations crises
- Carefully choose specific public relations tools such as written material, news, events, speeches and telephone information

- Implement actions and evaluate results.

FURTHER RESOURCES

“Marketing for Non. Profit Organisation”

Cotler

“The New Australian and New Zealand Public Relation Manual”

Tymson, C Sherman, B (1996)

“Strategic Management A Stakeholder Approach”

Freeman E (1984)

If you would like a list of our other community resources, or to be put on our mailing list, contact us at:



Phone (09) 486-4820

Fax (09) 486-4823



Visit North Shore Community and Social Services Inc.

Mary Thomas Centre, 3 Gibbons Rd, Takapuna



Write P.O.Box 33 284, Takapuna, North Shore City



email info@nscss.co.nz

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