

Advanced Media Strategies Series

Using Public Relations to Support Environmental Change

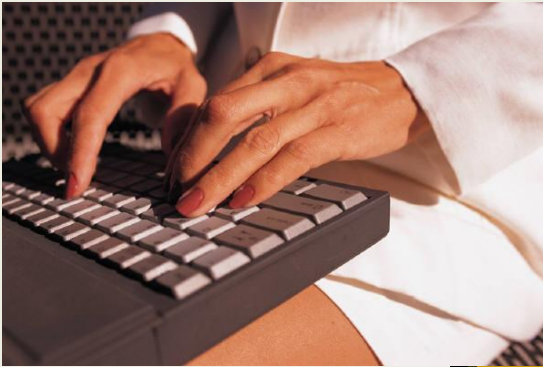
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Youtube Link: https://youtu.be/76Wv_uLgZ7o



Orientation to the Technology



Welcome and Introductions



Learning Objectives

As a result of participating in today's training, participants will be able to:

- **Identify** six functions of public relations
- **Identify** eight tools commonly used in public relations
- **Describe** at least one way to evaluate a public relations efforts that utilizes a press release

Definitions

- Its' focus is on creating and promoting a favorable relationship with the public through use of free media placements^{1,2}
- Its' underlying theory relies on factors associated with human behavior ^{1,2}
- It promotes the inclusion of messages about a health issue or behavior in the mass media³

Peer Sharing

Based on the definition provided, please share an example of how you have used public relations to support your substance abuse prevention work.



Public Relations: Why?

Use public relations to:

- Create awareness and readiness by increasing knowledge of organization or efforts
- Mobilize stakeholders and partners



Risk or Protective Factors Targeted

Public relations/public education campaigns target these risk and/or protective factors:

- Perception of risk or harm
- Access or availability
- Norms Supporting Use
 - Parental monitoring
 - Perception of peer approval or peer use

Complementary Strategies

Public relations/public education can complement:

- Social marketing
- Policy change initiatives
- Enforcement strategies

Six Functions of Public Relations



Public Relations Functions^{1,2}

- Public affairs
- Community relations
- Issues management
- Crisis management
- Media relations
- Marketing public relations

Public Affairs

“A strategic approach to promote public discussion and, eventually, agreement on health policies or administrative procedures that may be practiced by a given organization or its key stakeholders and intended audiences.”

Community Relations

“An area of PR practice through which practitioners and organizations establish, cultivate, and strive to maintain mutually beneficial relationships with the communities (defined as groups with common values, causes, and needs) that can affect or are affected by their actions.”

Issues Management

“A multifaceted and formal management process to anticipate and take appropriate action on emerging trends, concerns, or issues likely to affect and organization and its stakeholders.”

Crisis Management

“A proactive approach based on the advance development of contingency plans and activities to anticipate, avert and deal with potential crises.”

Media Relations

“A proactive and reactive approach that aims at interacting with key health journalists, and offline and online pundits and makes use in a deliberate way.”

Marketing Public Relations

“An area of public relations that focuses on developing strategic programs and relationships that would support endorsement and use of the organization’s health products and services among its key stakeholders and public.”

Your Experience with the Six Functions of PR



Public affairs

Community relations

Issues management

Crisis management

Media relations

Marketing public
relations

Public affairs
Community relations
Issues management
Crisis management
Media relations
Marketing public relations

Questions?



ON



Functions
of Public
Relations

Time for a Stretch Break!



Eight Tools for Public Relations



Public Relations Tools²

- Press release
- Media alert
- Op-ed article
- Public service announcement
- Radio news release
- Video news release
- B-roll
- Mat release

Press Release

Written announcement of an event, program or other newsworthy items, that includes:

- Details of the specific event or news item
- Facts and data on the topic
- Phone and email for media contact person
- Name and credentials of a media expert to interview

Media Alert

- One page announcement including information on the what, when, where and who of a specific event
- Used primarily for media distribution to announce press conferences, kick off events and speaker availability for phone interviews
- Includes contact information for a media contact

Op-Ed Article

- Opinion piece signed by an individual who is expressing either a personal opinion or the viewpoint of an organization
- Targeted to a single publication

Public Service Announcement (PSA)

- Non-commercial advertising for distribution to media outlets that includes information and a call to action for public good
- Varied formats available to accommodate the characteristics of the media outlets
- Can be sent to multiple media outlets simultaneously

Radio News Release

- Radio version of a press release
- Lasts 45-60 seconds
- Features sound bite from a spokesperson

Video News Release

- A video segment designed in the style of a news report
- Distributed to local and national networks for free and unrestricted use
- More popular in Europe than in US
- Provided for free and with unrestricted use

B-Roll

- A series of video shots on a specific topic
- Packaged as footage (unedited materials)
- Distributed to local and national networks
- Used to pitch story to local TV news shows

Mat Release

- Ready to use feature story
- Includes photograph or artwork
- Distributed to community newspapers and/or local, smaller publications
- Provided for free and with unrestricted use

Your Experience with the Eight Public Relations Tools



Press release

Media alert

Op-ed article

Public service announcement

Radio news release

Video news release

B-roll

Mat release



Questions?



ON



Public
Relations
Tools

Matching Media Channels to Appropriate Tools



Media Channel	Tools
Print media (newspapers, magazines)	Press releases, op-ed articles, letter to editor, print public service announcements, media alerts
Radio (local and national radio stations)	Radio news release, radio PSA, media alert, live interview with expert
Broadcast (local and national radio stations)	Press release, video news release, B-roll, PSA, media alerts
Local publications/community newspapers	Mat release
Online publications	Press release, media alerts, opinion piece, PSA

Evaluating Impact



Evaluation²

Three public relations categories to measure

- **Outputs:** short-term and process oriented measures, such as number of stories or hits
- **Outtakes:** the way a PR program is received by the media and target audiences as well as message recall or retention
- **Outcomes:** the evaluation and measurement of changes in the opinions, attitudes, or behaviors of the media's targeted audience

Polling Activity Case Study



Case Study #1



Roseville Prevention Coalition is interested in increasing it's visibility and is incorporating two new media channels into it's efforts, a web site and a Facebook page. They want to know which one has more reach because the grant monies that fund their media efforts are tight.

How would they measure their public relations efforts?

Case Study #1

Roseville Prevention Coalition



Select one

Outputs

Outtakes

Outcomes.

Case Study #2



Louisburg Prevention Coalition has developed a two prong approach to using public relations to support their efforts to change community norms supporting marijuana use. The coalition coordinator and board president will be writing op-ed pieces for the local paper once each quarter and will be running a public service announcement developed the youth coalition once a month on a local cable channel.

Would they measure their public relations efforts?

Case Study #2



Louisburg Prevention Coalition

Select one

Outputs

Outtakes

Outcomes.

Questions or Comments?



Training Evaluation



Please click on the link in the chat box now:

<https://www.surveymonkey.com/s/PubRela>

Contact Information

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3. National Cancer Institute. *Theory at a Glance: A guide for health promotion practice* (2nd Edition). National Institutes of Health. NIH Pub. No. 05-3896. Washington DC: September 2005.
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>

Resources

- Schiavo, R. (2014) *Health Communication: From Theory to Practice*. 2nd ed. San Francisco, CA: Jossey-Bass.
- Schiavo, R. (2007). *Health Communication: From Theory to Practices*, Jossey-Bass.
- Making Health Communications Work
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
- National Cancer Institute. *Theory at a Glance: A guide for health promotion practice* (2nd Edition). National Institutes of Health. NIH Pub. No. 05-3896. Washington DC: September 2005.
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
- CDC Social Media Toolkit
http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf

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