

# Contemporary Issues in PR Practice

First Presented in Dubai 2013



By Yushau A. Shuaib

PR Practitioner

[www.YAShuaib.com](http://www.YAShuaib.com) [www.PRNigeria.com](http://www.PRNigeria.com) [www.Economicconfidential.com](http://www.Economicconfidential.com)

# Two-Way Communication



# 2-Way Communication

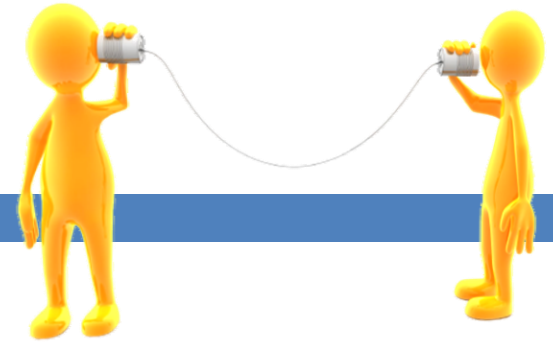


## Asymmetrical Communication

Asymmetrical communication flows one way from sender to receiver and is considered to be a closed system.

*It is a channel mostly used by traditional media and propagandists.*

# 2-Way Communication



## Symmetrical Communication

Symmetrical communication should lead to a win-win situation between an organisation and its publics. A two-way communication that is reciprocal with mutual understanding.

*A PR seminar & Press Conference*

# 2-Way Communication



## Interactive Social Media

Array of communication options which allow people to communicate with organisations using electronic equipment and telecommunications.

*Facebook, Twitter, LinkedIn have no hiding places from constructive criticism. E.g. Jonathan Fans*

# Message Influencers



# Message Influencers



## Advertising

Advertising is the paid-for, one-way message or set of communications from a sponsor via the media to an audience. Billboards, commercials, advertisement.

*Thisday's page 2-3-4-5 mostly adverts from banks*

# Message Influencers

## Advertorials



Advertorials is a cross between an advertisement and a newsworthy press release. An advertorial is in shape of a feature article, opinion or profile. Special supplements in Nigeria are advertorials. While print media largely associated with advertorials, electronic media refer to it as infomercials.

***Wrap-around, special front page pictures costs million***



# Critical Management



# Critical Management



## Crisis Management

Crisis management is reactive response to an organizational crisis that could create negative perceptions. It could be internally-induced or externally- influenced.

***Boko Haram Attacks***

# Critical Management



## Issue Management

Issues management is a principal focus on techniques for anticipating, planning and proactively managing issues to minimize negative impact and create competitive opportunities. It proactively Identify, analyse and manage emerging issues.

***APC and PDP in Nigeria capitalize on this to sustain and protect their images***

# Critical Management



**JULIUS BERGER**  
NIGERIA PLC

## Reputation Management

A good reputation is built overtime not overnight, and is an organization's greatest asset. It has to be carefully cultivated and nurtured. Reputation is the general perception on an organization.

*Julius Berger in Nigeria with its dual reputation: rescue efforts and killer-Trucks*

# Special Platforms



# Special Platforms



## Event Management

Events are organized for public enlightenment, social interaction, education and celebration of excellence.

*The Event Management involves the selection of expected personalities, venue, date, time, cost, benefit, population,*

# Special Platforms



## Corporate Social Responsibility

CSR is the roles of a company in its host community.  
CSR is the continuing commitment by company to behave ethically and contribute to socio-economic development while improving the quality of life of the workforce.

*Facility tour, events, volunteering, donations / scholarships, specialized*

# Special Platforms



## Integrated Marketing Communication

IMC (IPRC my argument) represents a holistic view of marketing communication. It is a management concept designed to integrate elements of advertising, PR, sales promotion and direct marketing for effective result. Probably to fix budget.

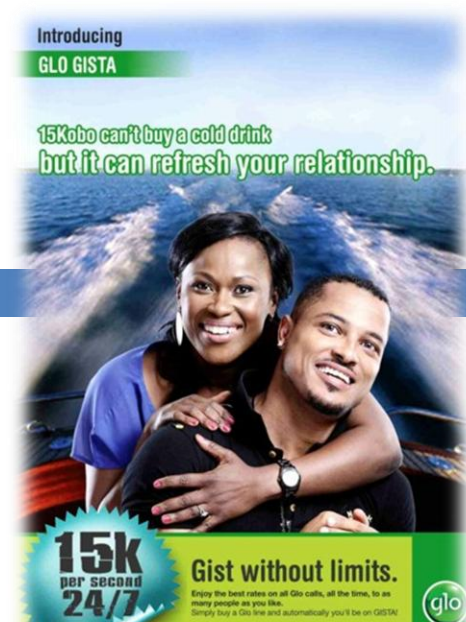
*Multi-nationals oil firms and telecoms use IMC for programmes*

# Targeting the Publics (Research)



# Targeting the Publics

## Audience Profiling



Audience-profiling is used to identify key characteristics of readers, viewers and listeners of either print, electronic and online media. Information largely gathered through market research.

***Campaigns are tailored to appeal to the need of the target audience. Telcoms use Nollywood stars and entertainment personalities***

# Targeting the Publics



## Market Research

Market research is the systematic process of gathering information about an organisation's customers and competitors in the market.

*Market research in PR is used to launch new products, services and/or an incursion into new environment. It is broader in scope than audience profiling*

# Targeting the Publics



## Active Publics

Public's' are the major targets of PR. They are affected by PR or the organization's actions and inactions. They could be within the host community: trade unions and stakeholders. Identifying the active publics is necessary in crisis management.

A PR campaign is geared towards general 'publics'

# Image Merchants



# Image Merchants



## Brand

A brand is a name, term, design or symbols which identifies and differentiate products of 'a particular company.' Usually associate with private sector's products. It could be company, its product or services.'

***Selling-point: memorability, image, distinctiveness, packaging. 7Up***

# Image Merchants



## Corporate Identity

Name display, logo, colour, uniform, website, stand, showroom, diaries, calendars: IT IS VISUAL.

*It reinforces the brand image i.e. company's name or products. MTN yellow colour, JB logo*

# Image Merchants



## Corporate Image

A corporate image is a generally accepted concept for what-the-company stands-for or how the company is perceived. Comprises visual, verbal and behavioral elements which make up the organization.

*What comes to mind when mentioning NEMA Nigeria, Ambode's Lagos, EFCC/ICPC*

# Publicity



# Publicity



## Ambush Marketing

Ambush marketer exploit sponsored event by identified sponsors to get attention. Official sponsors compete with unauthorized publicity seekers. Ambushers usually succeed in deflecting attention away from the official sponsors.

*E.g sporting events like drummers, free T-Shirt, Caps, Drinks etc. Feature writing with a different major theme. One paragraph could portray a product/service in positive light*

# Publicity



## Propaganda

Propaganda play on emotion rather than rationality, attacking a person rather than issue, name dropping, repetitive argument, bombastic grammar.

**White Propaganda-** comes from identified sources:

*Fani Kayode, Lai Mohammed*

**Black Propaganda-** Disinformation, untrue from a disguised source, fake name with other source behind it.

**Grey Propaganda-** without identifiable sources or authors.

*Some opinion articles*

# Publicity



## Lobbying

In issues management, lobbying is another approach. It involves direct attempts to influence legislative and regulatory decisions in government. Groups of stakeholders could also be a target. Lobbying can be used to create new laws or abolish or amend existing laws.

*NGOs and other pressure groups sponsored to do the lobbying. Most Public/Government (Relations) Affairs are actively involved in this*

# PR Tools



# PR Tools



## Press/News Release

The major tools for media Relations through creation of news stories in journalistic styles.

**Elements of newsworthiness must be present and the 5W &H. Could be in inverted Pyramid Style**

# PR Tools



## Press Briefing/ Press Conference

This a Press Reception to address issues that are worthy of media attention. The difference between the briefing and conference should be in minding in organizing the reception.

***Most press receptions are under-reported even though costly for various reasons of time, venue and above all- Theme***

# PR Tools



## House-Journal/Publication

An house journal is any informative publication (Bulletin, Newsletter, and Magazine) published in-house by the organization through its Editorial team.

*It includes news, events and views about the organization. Social diary could also be included and circulated to major stakeholders*

# Process



# Process



## Pitching Proposal

Pitch is presentation of PR Programme/Plan of Action for a specific campaign to the potential client. Call it tendering but must be detailed

*The language is what*

*“We can offer (DO) NOT what You can offer (DO FOR US)”*

# Process



## Backgrounder

Backgrounders are sheets sent with Press Pack which provide more detailed and in-depth information on the organization.

*It provides history, organizational structure, charts, graph, newsletter, handbooks, pictorials etc*

# Process



## Media Scanner

PRP engages in media scanning or reviewing as a process of evaluation to monitor media's outputs in regard to the organization. It also involves content analyses: Bylinear, fair, editorial.

*It is an instrument of measuring and determining the impacts of PR campaign in the media*

# The Professional



# The Professional



## In-House PR

The in-house-PR staffs are the employees of the organization recruited to provide guidance and implement PR programmes for overall interest of the organization.

*The most senior officer in PR department/Section should be a manager and attend management meeting because PR is a management function.*

# The Professional



## Consultancy

PR is either in-house or consultancy at a fee based on expertise, experience and numbers of hours or days working on clients' accounts. Good for small organizations, specialist services, convenience of different works: event management, one-off projects etc. PRCAN in Nigeria.

***Though it provides independent services, PR consultancy is “pay-As-You-Go.” Nothing is for free***

# The Professional



## Agenda Setter

From the agenda-setting theory which states that mass-media influences by acting as a framing device and choosing which story they consider newsworthy and how much coverage and prominence they give them.

*Agenda Setters are hidden persuaders. A strategic collaboration between In-house PR and consultants to deliver the message*

# Strategic Analysis



PEST

RACE / SMART

# Strategic Analysis

## PEST Analysis

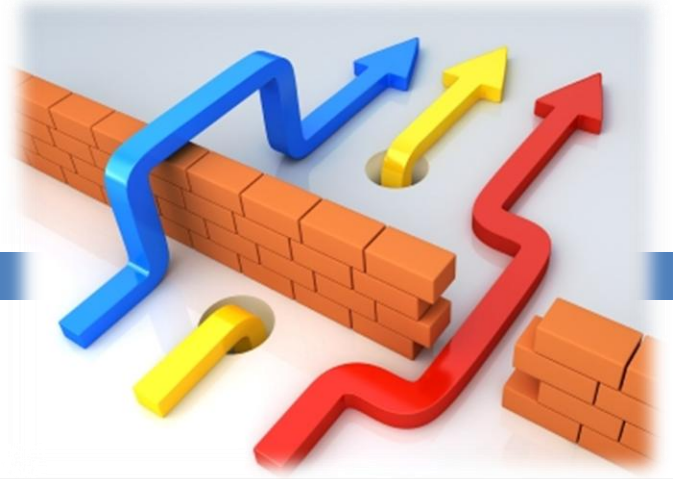
- Political,
- Economic,
- Social and
- Technological

Use to consider the environment for the business  
(Borno Nigeria)



# Strategic Analysis

## RACE/SMART



### RACE

Research,  
Action Plan,  
Communication,  
Evaluation

Use for project execution/implementation  
Media Campaign, CSR etc should  
consider the importance of RACE,  
especially its 'E'

### SMART

Specific,  
Measurable,  
Achievable,  
Realistic and  
Time-bound

It is employed, largely, to set objective  
on programmes/projects. Proposal/Pitch  
consider SMART. The R of RACE

# YAShuaib Social Media Platforms

- YAShuaib
  - [www.yashuaib.com](http://www.yashuaib.com)
  - [yashuaib@yahoo.com](mailto:yashuaib@yahoo.com)
  - [www.flickr.com/yashuaib](http://www.flickr.com/yashuaib)
  - [www.twitter.com/yashuaib](http://www.twitter.com/yashuaib)
  - [www.youtube.com/yashuaib](http://www.youtube.com/yashuaib)
  - [www.facebook.com/yashuaib](http://www.facebook.com/yashuaib)
  - [www.instagram.com/yashuaib](http://www.instagram.com/yashuaib)
  - [www.linkedin.com/in/yashuaib](http://www.linkedin.com/in/yashuaib)