

Public Relations

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Overview PR

“Years ago, Americans grabbed toast and coffee for breakfast. Public relations pioneer Edward Bernays changed that” (Spiegel, 2005).

Public relations (PR) is defined as “the art and science of establishing and promoting a favorable relationship with the public” (*American Heritage Dictionary of the English Language*, 2004).

- **PR is a relationship-based discipline.**
- **PR is based on an in-depth understanding of its publics, as well as their needs, wants, and desires.**



PR Theories

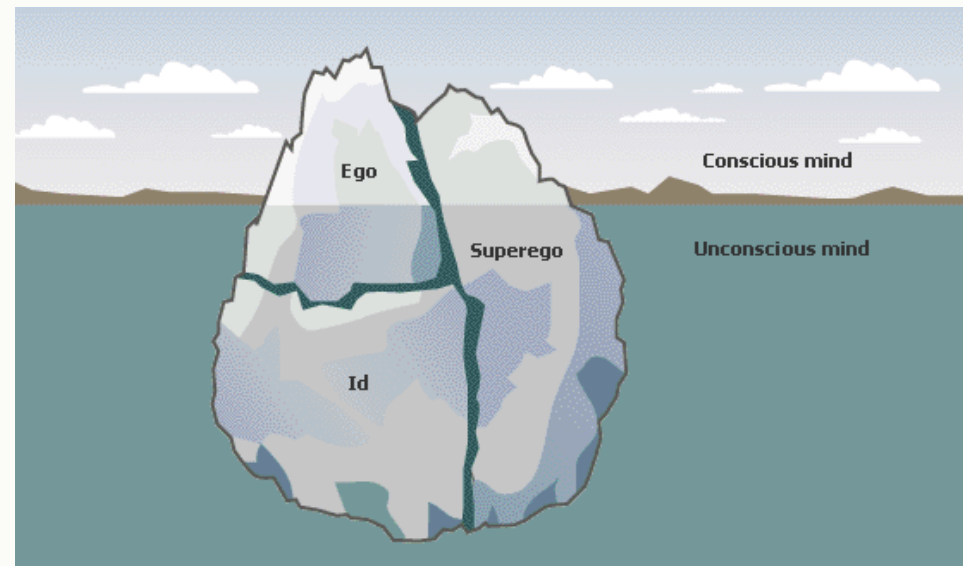
If you want people to do what you want, “you don’t hook into what they say. You try to find out what they really want” (National Public Radio, 2005), according to Bernays.

Konsep ini menekankan pentingnya faktor psikologis, emosional, dan subconscious dalam perilaku manusia, seperti yang dikembangkan oleh Sigmund Freud.

Tiga efek yang diharapkan dari intervensi PR:

- 1. Attention**
- 2. Acceptance**
- 3. Action**

(Smith, 1993, p. 193)



PR and Characteristics of Types

TABLE 5.2. CHARACTERISTICS OF TYPES RELEVANT TO PUBLIC RELATIONS

	ST	SF	NT	NF
People who prefer . . .	Sensing and thinking	Sensing and feeling	Intuition and thinking	Intuition and feeling
Focus on . . .	Facts: What is . . .	Facts: What is . . .	Possibility: What could be	Possibility: What could be
Make decisions based on . . .	Impersonal analysis; reason	Personal warmth; emotion	Personal warmth; reason	Impersonal analysis; emotion
Tend toward . . .	Practical and pragmatic	Sympathetic and friendly	Logical and ingenious	Enthusiastic and insightful
Adept at . . .	Applying facts and experience	Meeting daily needs of people	Developing theoretical concepts	Recognizing aspirations of people
Sensitive to . . .	Cause and effect	Feelings of others	Technique and theory	Possibility for people

Note: ST: Sensitive/Thinking; SF: Sensitive/Feeling; NT: Intuitive/Thinking; NF: Intuitive/Feeling.

Source: Smith, R. (1998). Psychological Type and Public Relations: Theory, Research and Applications. *Journal of Public Relations Research* 5(3), 177-199. © Lawrence Erlbaum Associates. Used by permission.



PR Functions in Healthcare

Nama	Tugas
<i>Public affairs</i>	Diskusi publik dan kesepakatan tentang kebijakan kesehatan.
<i>Community relation</i>	Menjaga hubungan dengan komunitas.
<i>Issues management</i>	Mengantisipasi dan mengelola isu.
<i>Crisis management</i>	Mencegah dan mengatasi krisis.
<i>Media relations</i>	Membina relasi dengan jurnalis dan mengembangkan perencanaan penggunaan media.
<i>Marketing public relations</i>	Mengembangkan program strategis untuk memaksimalkan daya guna produk-produk kesehatan.

PR Key Characteristics

TABLE 5.3. KEY CHARACTERISTICS OF ETHICAL PUBLIC RELATIONS PROGRAMS

Based on research

Feature reputable and scientifically relevant facts and figures

Strive to maintain an honest and direct relationship with the publics they address

Adhere to general ethical principles such as identifying sources, conflicts of interest, and grant disclosures

Seek to establish trusting and long-term relationships between organizations and their publics and therefore discourage unethical approaches that may harm relationships

Include standard procedures to promptly correct potential mistakes and misinformation

Encourage free information exchange

Preserve the public interest

PR vs Advertising

Media coverage stemming from PR campaigns is free of charge, but placing a story requires an in-depth understanding of journalists' and audiences' preferences among PR practitioners and the organizations they represent.

Jurnalis menulis terutama berdasarkan kelayakan berita (newsworthiness), yaitu apa yang dianggap audiensnya menarik.



PR vs Advertising

Different from advertising, PR is a less controlled but more credible way to approach the media.

In advertising, organizations pay for the print or broadcast space to place their ads, so the media have no editorial power on the ad content.

In PR, the media placement is free of charge, but its final tone and content are determined by the journalist who authors the story.

Achieving media coverage using PR strategies is not easy and requires strategic efforts and tools, long-term relationships with the media, and a true understanding of the concept of newsworthiness. Most important, it requires patience and perseverance.



Do's & Don'ts Media Relations

TABLE 5.4. DOS AND DON'TS OF MEDIA RELATIONS

<i>Do</i>	<i>Don't</i>
Identify the names and interests of journalists who usually cover health generally or specific health topics.	Waste reporters' time by pitching them randomly regardless of their specific interests.
Establish long-term relationships.	Use jargon or technical terms in writing press releases and speaking with reporters (ESRC, 2005b).
Be aware of reporters' deadlines and respond in a timely fashion.	Agree to disclose information off the record unless you have a special relationship with a reporter. You are always at risk of seeing that information in print.
Be polite, accurate, and helpful.	Call repeatedly or leave multiple voice messages on the same topic.
Understand why reporters are calling. Are they seeking to quote you, or do they want only a background briefing (ESRC, 2005b)?	
Make yourself available for a few days after issuing a press release.	
Make sure all partners in your program are aware of their media-related roles and responsibilities (ESRC, 2005b).	
Media-train key spokespeople.	
Learn when reporters are on deadline, and don't call at that time.	
Read the news. It is the best way to understand reporters.	



Channels and PR tools

TABLE 5.5. MASS MEDIA CHANNELS AND RELATED PUBLIC RELATIONS TOOLS

<i>Media</i>	<i>Tools</i>
Print media (for example, national newspapers, magazines)	Press releases, op-ed articles, letter-to-editor, print public service announcement, media alerts
Radio (local and national radio stations)	Radio news release, radio public service announcement, media alerts, live interview with expert (by telephone or in a studio)
Broadcast (national and local TV stations)	Press release, video news release, B-roll, public service announcement, media alerts
Local publications/ community newspapers	Mat release
Online publications	Press release, media alerts, opinion piece, public service announcement



PR Evaluations

Kategori	Deskripsi
<i>PR outputs</i>	Pengukuran jangka pendek dan berbasis pada proses, seperti berapa jumlah artikel yang ditayangkan media, dll..
<i>PR outtakes</i>	Bagaimana program PR diterima oleh media, seperti apakah media toolkitnya lengkap dan mudah digunakan oleh media, dll.
<i>PR outcomes</i>	Evaluasi dan pengukuran perubahan opini, sikap, dan perilaku dari target audiens media.

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