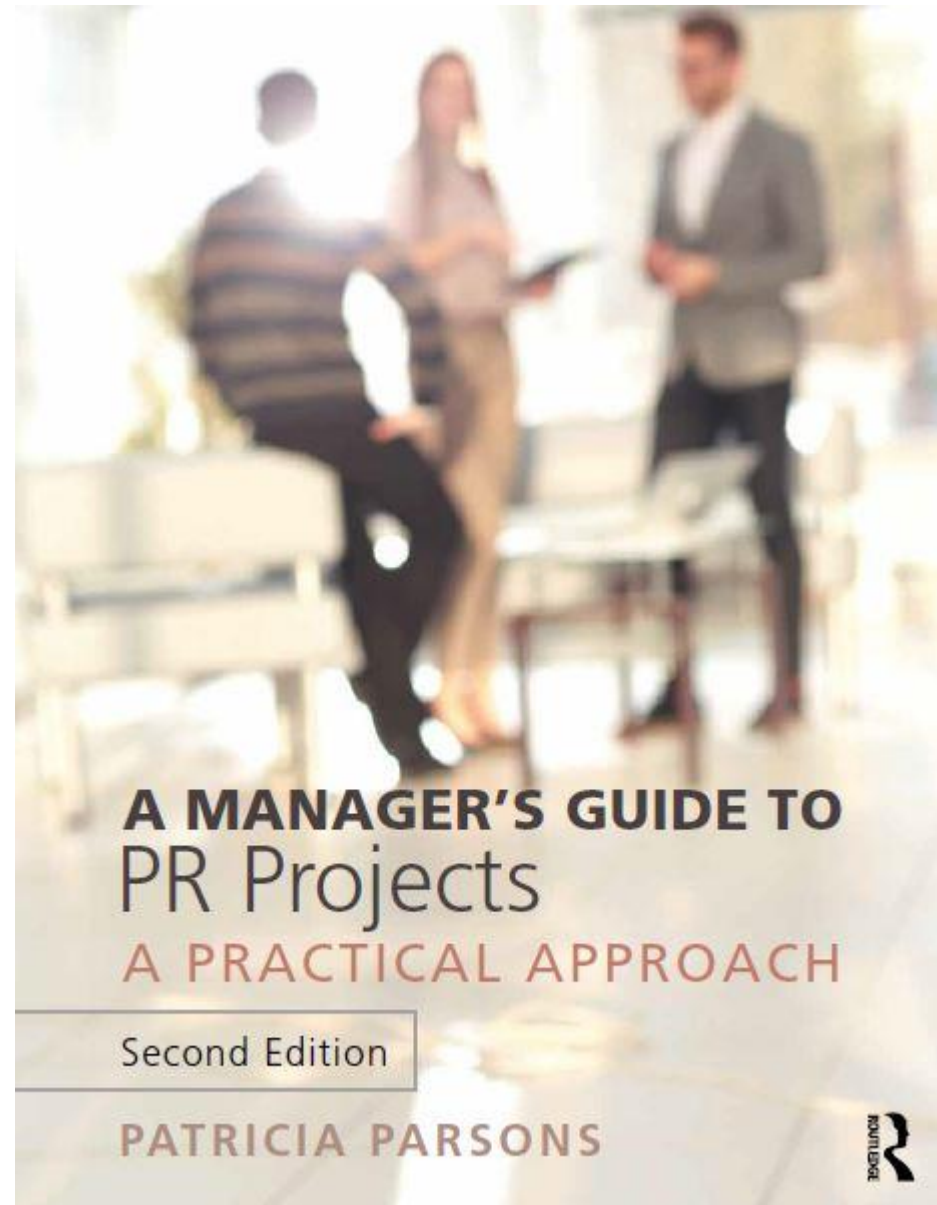


The following slide presentation is designed to accompany the workbook “*A Manager’s Guide to PR Projects: A Practical Approach*” 2<sup>nd</sup> edition

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PART 2

# PR PLANNING: THE RESEARCH PHASE

## WHAT THIS SECTION COVERS...

- The importance of what research can accomplish
- The difference between a PR problem & a PR opportunity
- How research is done
- The concept of environmental scanning
- The importance of social media metrics
- The importance of researching relationships
- The importance of academic research to practitioners

## A WORKING DEFINITION OF “RESEARCH” FOR PR PLANNING

RESEARCH is a deliberate, planned, and organized process for collection and analysis of data for the purpose of determining an organization’s public relations problems, opportunities, and possible solutions.

# THREE QUESTIONS THAT UNDERPIN RESEARCH

- Where are we now?
- Where do we want to go?
- What is likely to be the best route to get there?

# WHY IS RESEARCH SO IMPORTANT?

- Increasing fragmentation & diversification of publics
- Decreasing personal contact between dominant coalition & employees, as well as clients/ consumers
- Increasing multiplicity of communication channels
- Increasing involvement of social media means public opinion is harder to predict
- Continuing need for PR to be able to articulate ROI to organizational management

# WHAT CAN RESEARCH ACCOMPLISH IN GENERAL?

- Prevent wasting money, resources, effort & time
- Accumulate facts for PR program planning
- Increase positive publicity for an organization.

# WHEN TO DO RESEARCH

- ***Strategic research***
  - Before beginning a campaign/project
- ***Summative research***
  - Upon completion of the campaign/project as part of the evaluation
- ***On-going research***
  - Throughout the campaign/project



## PROBLEM OR OPPORTUNITY?

- A PUBLIC RELATIONS PROBLEM is a relationship or communication issue that has been identified as a result of past events, current activities, and future projections, and which is likely to impede the organization from reaching its goals.
- A PUBLIC RELATIONS OPPORTUNITY is the identification of a juncture of events and objectives that provides an optimal window for using communication strategies to enhance an organization's internal and/or external relationships and thus further the organization's goals.

# TWO GENERAL CATEGORIES OF RESEARCH FOR PR PROFESSIONALS TO BE FAMILIAR WITH...

- Academic Research
- Applied Research



# SECONDARY RESEARCH METHODS

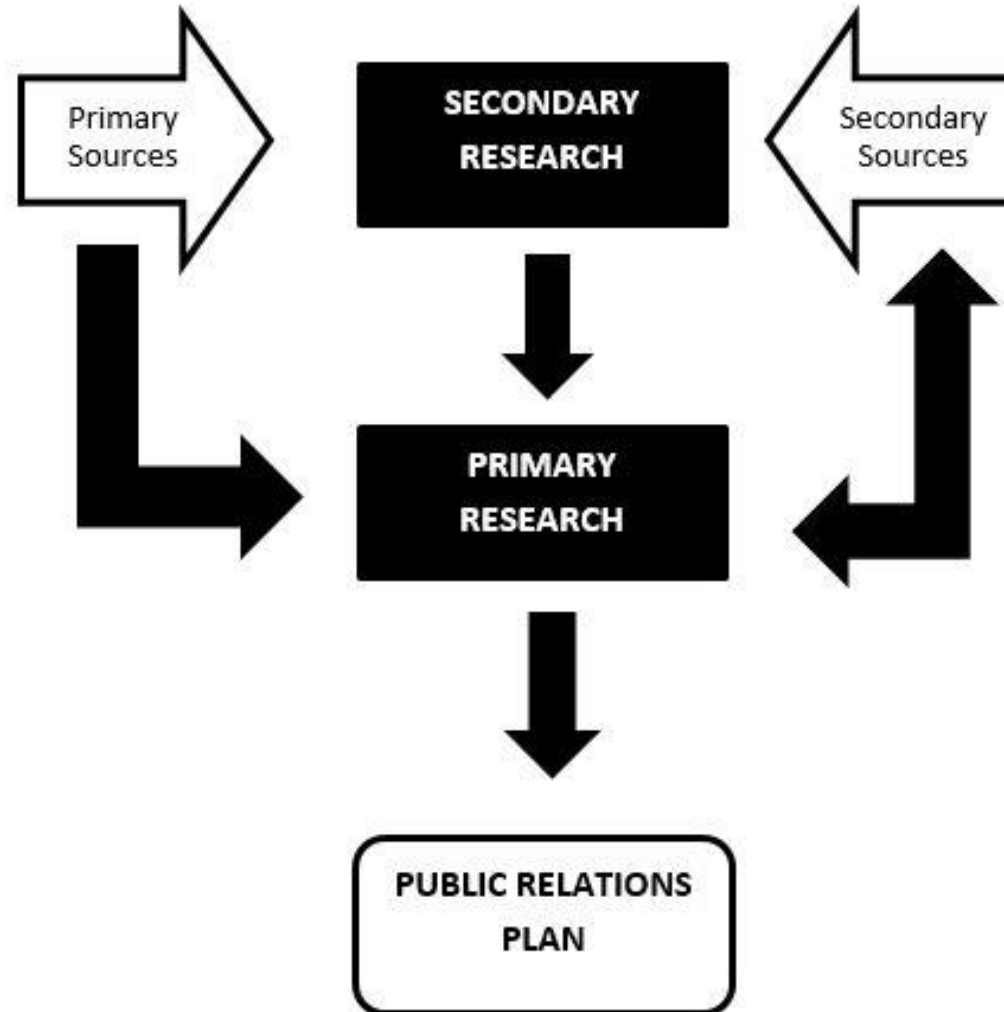
- **Culling information from a variety of sources:**
  - Government records & stats
  - Archival materials
  - Current organizational materials
  - Literature reviews
  - Web searches



# PRIMARY RESEARCH IN PR

- ***Informal methods***
  - Using personal contacts, polling opinion leaders, community forums, advisory groups, feed-back lines, field reports, interviewing
- ***Formal methods***
  - Surveys, focus groups, media-content analysis

# Relationship between source type & research type



# MEDIA MONITORING



# THE PR/COMMUNICATION AUDIT

THE COMMUNICATION/PUBLIC RELATIONS AUDIT is a research tool that examines and assesses all aspects of an organization's activities, including the internal & external communication climate, to diagnose the extent to which each public is receiving and responding to the messages targeted toward them and the quality of the relationships engendered by the organization through its communication and activities.



# ENVIRONMENTAL SCANNING

- ***Political data***
  - Relevant legislation, regulations, political transitions, international political alliances
- ***Economic data***
  - Interest rates, unemployment rates, disposable income levels, local and international business conditions
- ***Social data***
  - Demographics, educational levels, purchasing habits, social attitudes
- ***Technological data***
  - Impact of new technologies, current and future technological advances, obsolescence

# CHARACTERIZING RELATIONSHIPS

The public's beliefs and actions

- Organizational credibility
- Understanding of the organization
- Mutual benefit
- Conflict with the organization - past, present, future

# COMPLETING THE ANALYSIS

Basic Data Table

<b>Public(s)</b>	<b>Intended Message(s)</b>	<b>Unintended Message(s)</b>	<b>Current Communication Channels</b>	<b>Analysis</b>

# HOW TO READ AN ACADEMIC ARTICLE

