



APR Cohort: Session 2

Friday, Oct. 11, 2019

11:30 a.m.-12:30 p.m.

join.me/mospra_director

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Conference ID: 910-070-824 #

RPIE: Focus on Research





Today's Agenda:

1. Status Updates/Questions on Studying and Picking a plan for your Panel Presentation
2. Highlights of the **Research** Component of RPIE
(RPIE=33% of exam; core of your PP)
3. Scenario Questions/Practice
5. Next Steps





Short Discussion on Picking Your Communication Plan & Study Tips





Four-Step Process of Communications (RPIE/ RACE)

1. Research
2. Planning (Analysis/Action Plan)
3. Implementation (Communication)
4. Evaluation





Problem Statement

A problem statement summarizes what is known about the current problem situation.

- States in present tense
- Describes situation in specific/measurable terms
- Does not supply solutions or place blame





Problem Statement

Answers the following questions:

- What is causing the concern?
- Where is it a problem?
- When is it a problem?
- Who/How does the problem affect/involve?
- Why is this situation a concern to the organization



and its publics?





Problem Statement

Example: Only 5 percent of new graduates join the alumni association during the first year following graduation, compared to 21 percent of all graduates, resulting in lost contact and reduced support for the university.

(EPR, Ch. 11, p. 245)





Situation Analysis

- History/background of the situation
- Forces operating on it
- Internal & External factors





Situation Analysis

Internal Factors:

- Organization's mission, vision, charter, bylaws and structure
- Biographies, board members, managers, photos
- Descriptions of products and services
- Statistics about resources, budget, staffing, sales, profits, stockholders
- Policy statements and procedures related to problem
- Description of how the org. handles the problem currently
- Lists of internal stakeholders
- Lists of internal communications channels





Situation Analysis

External Factors:

- Content analyses of media and internet coverage – traditional media coverage, social media, websites, blogs, etc.
- Background info. on external stakeholders – those that share the organization's concerns and oppose the organization's interests
- Stakeholder analyses: surveys of stakeholders – internal and external – related to the problem situation (may not be audiences used in plan)



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Below is an example of a SWOT analysis for an engineering company:

Internal	<p>Strengths</p> <ul style="list-style-type: none"> • excellent brand name • well trained management • good liquidity position • customer loyalty 	<p>Weaknesses</p> <ul style="list-style-type: none"> • high labour turnover of unskilled staff • declining profit margin • old machinery • quality control problems
	<p>Opportunities</p> <ul style="list-style-type: none"> • new technologies available to improve control production • new markets for products in Eastern Europe • recent failure of a major competitor • demographic change will lead to higher demand for products 	<p>Threats</p> <ul style="list-style-type: none"> • increasing protectionism in some destination countries • increasing raw material costs • risk of a double-dip recession • new online competition • local pressure group attempting to prevent factory extension
External	Positive	Negative





Research

- WHO do we want to reach?
- WHAT do we want them to DO?
- WHAT messages do we want to communicate?
 - Increase knowledge?
 - Change opinions?
 - Encourage a behavior?





Why Do Research?

- Collect information to do our job more effectively
- Obtain benchmark data on views of target audiences
- Plan, develop, refine communications program
- Track/monitor communications program
- Evaluate effectiveness (at end of program)





Types of Research

- **Primary** (firsthand) vs. **secondary** (secondhand)
- **Formal** (scientific) vs. **informal** (not scientific)
- **Qualitative** (somewhat subjective but in-depth; no numbers, but lots of words) vs. **quantitative** (highly objective; lots of numbers)





Research Methods

- Primary (qualitative)

ex: focus groups, community meetings, social media comments/posts, personal interviews, phone comments/complaints, ethnographic research (studying people in their environments)

- Primary (quantitative)

ex: mail surveys, phone surveys, online surveys, polling,
– gives you hard data; polls





Research Methods

Secondary research (research done by others)

- Ex: generational data, census data, gov't studies or research by other similar organizations, content analysis
- *Secondary research can include qualitative and quantitative information.*



Scenario-Based Question: RPIE

You are the public relations director of Waves of Fun, a waterpark that will be celebrating its 25th anniversary next year. Visitor attendance been declining over the last several years. You've been charged to help turn it around and transform it back into a top tourist attraction during its 25th anniversary.

Which problem statement should you use to begin your research plan? (Choose one)



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- A. Waves of Fun has dwindling attendance (down 25 percent over three years) due to an economic downturn in the region.
- B. The waterpark is losing revenue (\$90,000 over three years) because safety concerns have been highlighted in multiple media stories and visitors are fearful of the rides.
- C. The 25th anniversary of Waves of Fun will offer new rides to attract a wider age range of visitors.
- D. Waves of Fun is suffering from a lack of visitors.
- E. Waves of Fun will increase visitors by 25 percent during its 25th anniversary season.



...and the answer is:

- **D**
- Rationale: EPR –Ch.11, pages 244-245. A problem statement must contain three elements: written in present tense, describe the current situation in specific measureable terms, and not imply a solution or place blame.
- A, B statements place blame.
- C is written in the future and poses a solution.
- E is an objective.





Next Up: Session 3

KSA: Research, **Planning, Implementation, Evaluation**

Friday, Nov. 15, 2019

11:30 a.m.-1 p.m. via Join.me

Homework:

EPR: Step Two: Planning and Programming

PR Strategies & Tactics: Ch. 6- Program Planning

Study Guide: Pages: 20-45

