PUBLIC RELATIONS AND STRATEGIC THINKING

Kevin Naidoo
Requires practitioners to think outside the boundaries of public relations by analysing and understanding the needs and concerns of operating units.
An integrated programme in which the total effort results in definite accomplishments that achieve specific goals

Increased management participation and support
A programme emphasis that is positive rather than defensive

Careful deliberation and informed choices about themes, timing and tactics.
Handling Public Relations
Crises

- Natural disasters
- Technical problems
- Human error
- Executive wrongdoing/legal problems
A good crisis management plan requires honest self-assessment from an organization.

Where are the gaps potential problems could sneak through?

Who are the executives that have a habit of saying the wrong thing to the wrong people?
What are the business practices that could be considered unethical or even illegal?

What are the essential services that would be knocked offline by a natural disaster?
Crisis management plans require a designated spokesman.

- It's also essential that an organization have an official spokesman to be the voice and face of the organization in times of crisis.
- This can be the CEO, an organization's president or a PR staff member who specializes in crisis communications.
This person also should be a skilled apologizer.

A heartfelt public apology can go a long way to healing a bruised reputation, but a stiff, legalese-filled "statement" might just make things worse.
Crisis Management CASE
STUDY: The Tylenol Scare

- Publicity
- Communications
- Training

Read this case study in your study page 30/31
Refer to Study Guide page 32 – 33 & review this.

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