

**MEDIA INSIGHTS**

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## COMMUNICATING WHAT TO WHOM?

WHAT IS PR?

COMPANIES

STAKEHOLDERS

DISCIPLINES

PROCESS

## COMMUNICATING WHAT TO WHOM?

WHAT IS PR?

COMPANIES

STAKEHOLDERS

DISCIPLINES

PROCESS

## THE BUSINESS OF PR

- What is it all about?

RELATIONSHIPS

INFORMING

INFLUENCING

BRANDING

COMMUNICATION

REACTING

STORYTELLING

REPUTATION

## THE BUSINESS OF PR

- This business has two different names...

PUBLIC  
RELATIONS

CORPORATE  
COMMUNICATIONS

- It is about managing relationships and communications.
- Between companies and the public.

Which poses the questions...

1. What do we mean by company?
2. What do we mean by public?



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## COMPANIES

### DICTIONARY DEFINITION:

A number of persons united or incorporated for joint action, especially for business.

### LEGAL DICTIONARY DEFINITION:

Any formal business entity for profit, which may be a corporation, a partnership, association or individual proprietorship.

### MY DEFINITION:

A legal entity that sells products and/or services for profit.

## COMPANIES

- We can classify companies by size - eg MICRO > SME > LARGE - or by their legal status and ownership structure...

SOLE  
TRADER

PARTNERSHIP

PRIVATE  
COMPANY (LTD)

PUBLIC  
COMPANY (PLC)

## COMPANIES

- We can also classify companies by product or service.

ARTS & CULTURE

AUTOMOTIVES

BUSINESS TECH

CONSUMER TECH

ENTERTAINMENT & MEDIA

ENVIRONMENTAL

FASHION & BEAUTY

FINANCIAL SERVICES

FMCGs

FOOD & DRINK

HEALTHCARE

PHARMACEUTICALS

PROFESSIONAL SERVICES

PROPERTY

RETAIL

TRAVEL & TOURISM

UTILITIES & TELECOMS

...

## BEYOND COMPANIES

- Actually, PR people also manage relationships and communications for non-corporate entities too - eg...

CHARITIES

NOT FOR PROFITS

GOVERNMENT

INDIVIDUALS

INSIDE THE COMPANY

SHAREHOLDERS

BOARD

MANAGEMENT TEAM

DIVISION

DIVISION

DIVISION

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## THE PUBLIC

- ‘Public’ is everyone and anyone whose actions may impact on the success of a company.
- We usually organise these people into groups called stakeholders.



## KEY STAKEHOLDER GROUPS

INVESTORS

Individual  
Institutional  
Current  
Potential  
Advisors

GOVERNMENT

National  
Regional  
Local  
EU  
Think Tanks

COMMUNITY

Local Groups  
Interest Groups

EMPLOYEES

Staff  
Freelancers  
Suppliers

CUSTOMERS

Individual  
B2B  
Current  
Potential

## KEY STAKEHOLDER GROUPS

INVESTORS

GOVERNMENT

COMMUNITY

EMPLOYEES

CUSTOMERS

BUSINESS  
MEDIA

POLITICAL  
MEDIA

CONSUMER  
MEDIA

TRADE  
MEDIA

THE MEDIA

## MEET THE COMMUNICATORS

- In a big company there will be a number of departments involved in managing relationships and communications...

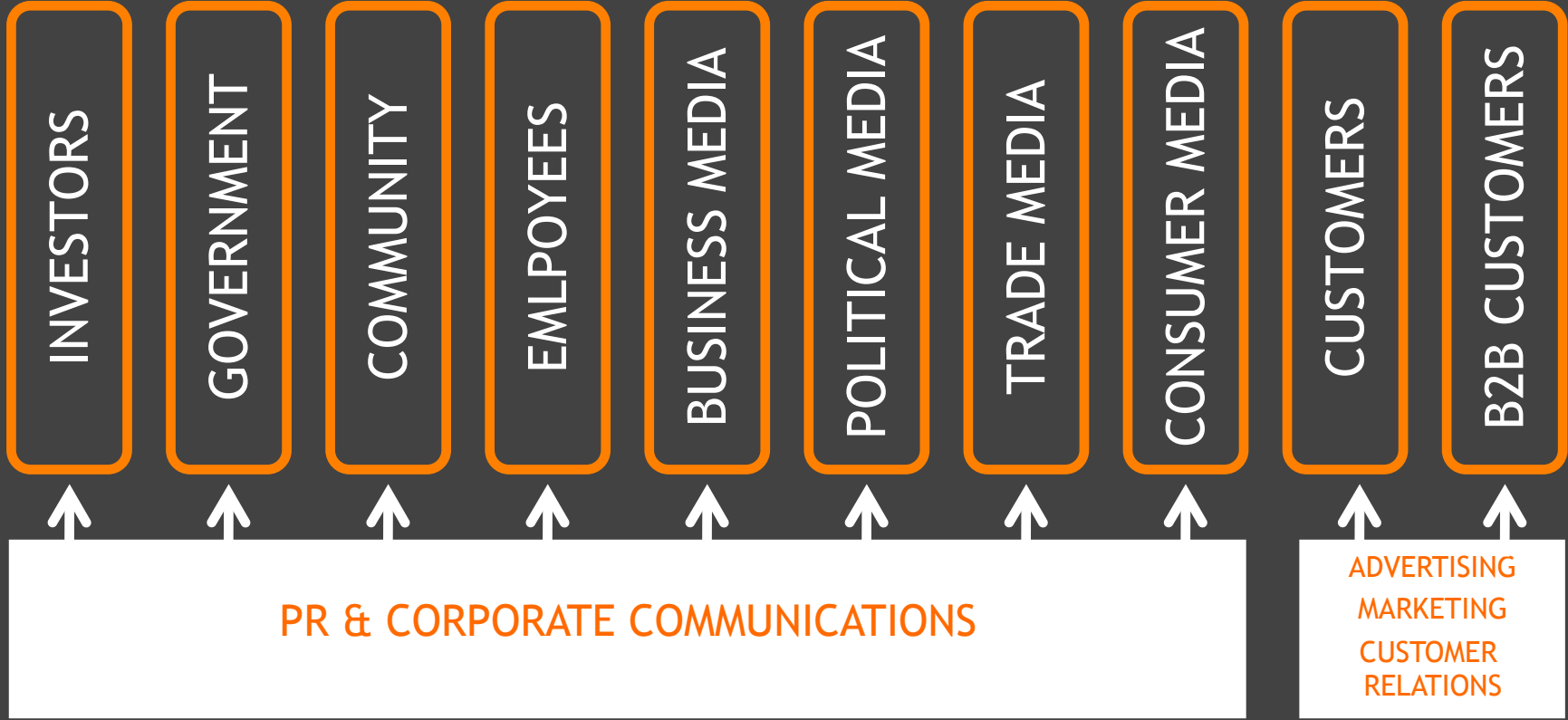
ADVERTISING

MARKETING

CUSTOMER  
RELATIONS

PR & CORPORATE  
COMMUNICATIONS

# STAKEHOLDER RELATIONS



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## SPECIALISMS

- Most PR people specialise to an extent - so they have a focus which might be based on...

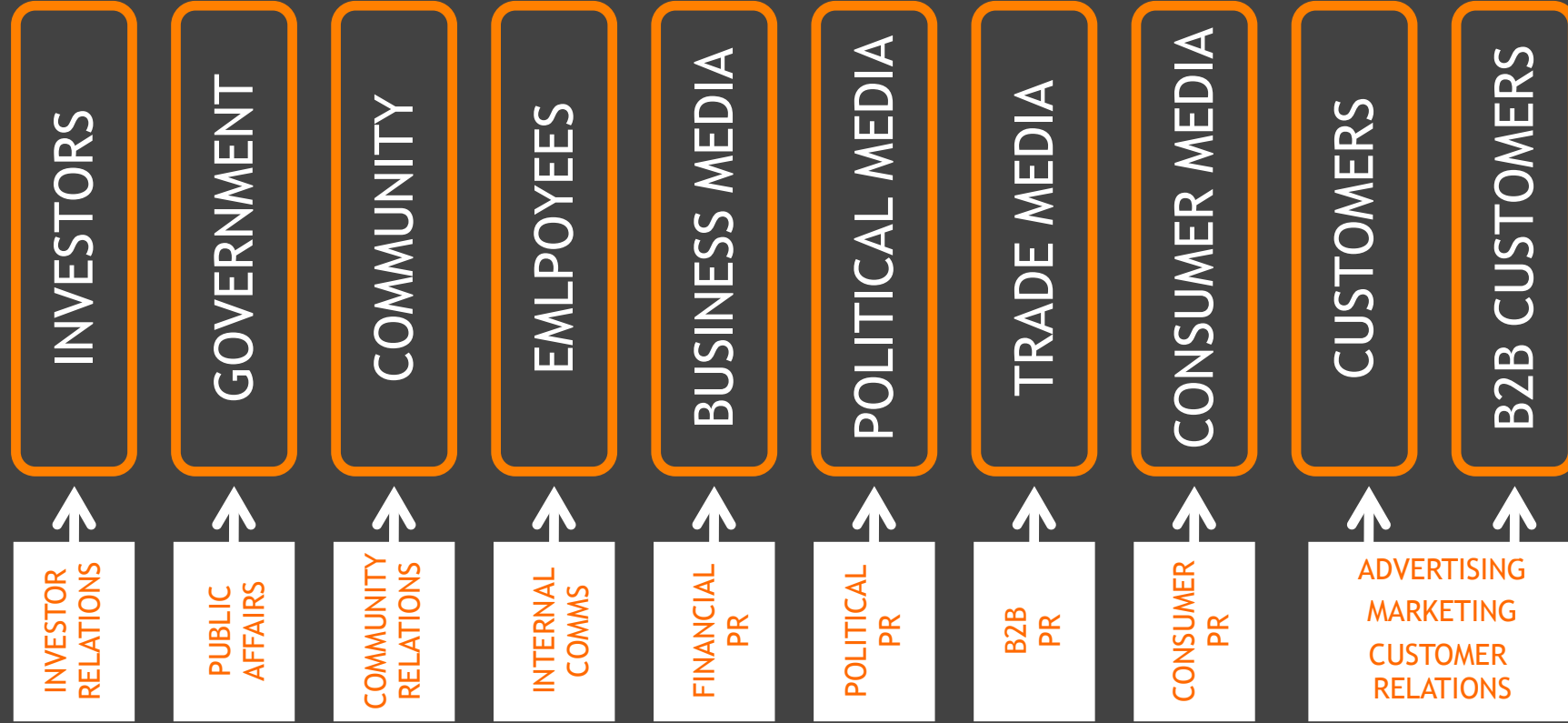
STAKEHOLDER

CLIENT

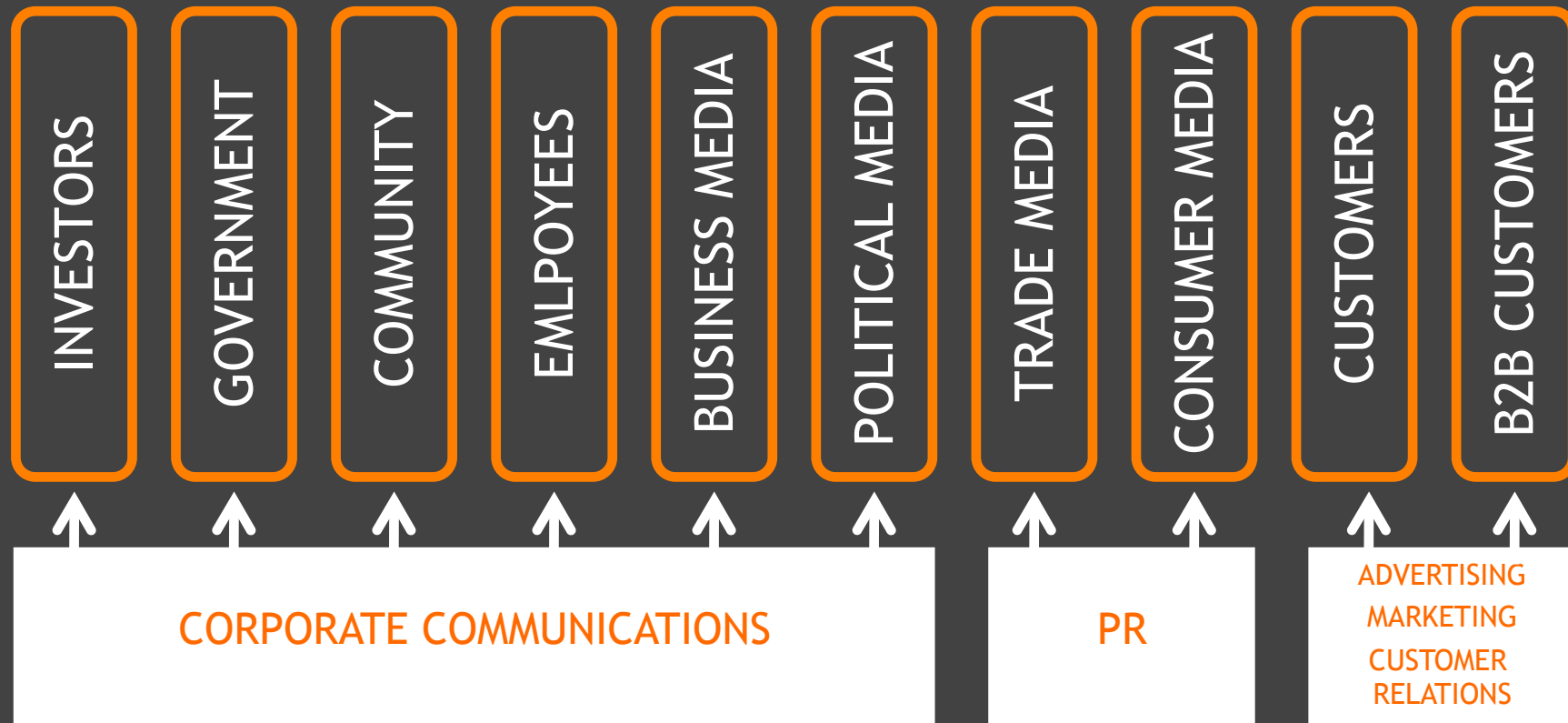
ACTIVITY

CIRCUMSTANCE

## SPECIALISM BY STAKEHOLDER



## SPECIALISM BY STAKEHOLDER: 'PR' OR 'CORPORATE COMMUNICATIONS'?





## SPECIALISM BY CLIENT

- Some PR people predominantly work for companies operating in one sector - so they might say they work in...

ARTS PR

FASHION PR

PROFESSIONAL SERVICES PR

AUTOMOTIVE PR

FINANCIAL SERVICES PR

PROPERTY PR

TECH PR (B2B)

CONSUMER BRAND PR

RETAIL PR

TECH PR (CONSUMER)

FOOD & DRINK PR

TRAVEL PR

ENTERTAINMENT PR

HEALTHCARE PR

UTILITIES PR

ENVIRONMENTAL PR

PHARMA PR

...

## SPECIALISM BY ACTIVITY

- Some PR people focus on certain communication activities - predominantly utilising one channel of communication...



## SPECIALISM BY CIRCUMSTANCES

- Some PR people predominantly get involved with a company when a specific set of circumstances arise...

CRISIS

CHANGE

LAUNCH

IPO OR M&A

## IN-HOUSE V AGENCY

- Some people work in-house, others work for PR agencies.
- Most big companies will have a number of in-house teams, often based around stakeholder specialisms. So...

INVESTOR RELATIONS

COMMUNITY RELATIONS

CONSUMER MEDIA

PUBLIC AFFAIRS

INTERNAL COMMS

CORPORATE MEDIA

- Each department might also hire the services of agencies - on a project or retainer basis.

## WHY HIRE AGENCIES?

- Why hire agencies when you have in-house teams?
- Might be to access...
  - Resource.
  - Knowledge.
  - Experience.
  - Contacts.
  - Ideas.

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## THE COMMUNICATION PROCESS

- Whenever you are communicating for a company you need to consider...

BUSINESS  
OBJECTIVES

COMMUNICATION  
OBJECTIVES

WHAT IS THE  
MESSAGE?

HOW WILL YOU  
COMMUNICATE IT?

## THE COMMUNICATION PROCESS

- To succeed you need your audience to do three things...

LISTEN

UNDERSTAND

BELIEVE



LISTEN

# LISTEN

- Will your target audience hear what you are saying?
- Do you need a secondary message to grab their attention?
- If so - make sure the primary message still gets through.
- This is the CREATIVE dimension of PR.

# UNDERSTAND

- Will your target audience understand what you are saying?
- It depends on how complicated your message is.
- Do you need to break it down into multiple messages?
- This is the COMMUNICATION dimension of PR.

BELIEVE

# BELIEVE

- Will your target audience believe what you say?
- Will they be persuaded by your argument or pitch?
- What external forces will impact on this?
- This is the REPUTATION dimension of PR.

THE END

any  
questions?

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