F A E D S

Florida Association of Educational Data Systems

D R A F T

2002 Public Relations

May 14, 2002

The key to a successful Public Relations campaign is to articulate specifically and exactly all materials related to the enterprise's; research, objectives, procedures and evaluations.

Public relations defined:

The business of introducing the public to have understanding for and good will toward a person, firm, or institution; *als*o: the degree of understanding and good will achieved.
(Webster's Ninth New Collegiate Dictionary)

PRSA TAMPA BAY
Public Relations: An Overview
From the PRSA Foundation Monograph Series

What Public Relations Is

The formal practice of what today is called public relations is less than 100 years old. Yet during its relatively brief history, public relations has been defined in many widely differing ways.
Not unsurprisingly, the earliest definitions emphasized the roles of press agentry and publicity since these were major elements from which modern public relations grew.
Later as public relations was recognized and employed by more organizations, definitions began to include:
- the need for research prior to initiating actions, careful planning and thorough evaluation or measurement of results.
- a continuing, systematic process instead of a one-time or single activity.
- multiple audiences or publics.
- its role as an essential function of management.
- public participation, mediation, conciliation, arbitration and accommodation as important tools.
- the need, in most instances, for long-term commitment.

Many of these definitions were quite lengthy, so much so that they tended more to describe what public relations does than what it is. In 1988, in an attempt to solve this dilemma the governing body of the Public Relations Society of America -- its Assembly -- formally adopted a definition of public relations which has become most accepted and widely used.
Public relations helps an organization and its publics adapt mutually to each other.
In this definition, the essential functions of research, planning, communications dialogue and evaluation are implied. Key words are "organization" rather than the limiting implication of "company" or "business"; and "publics" which recognizes that all organizations have multiple publics from which they must earn consent and support.

Elements of Public Relations

Counseling -- Providing advice to the management of an organization concerning policies, relationships and communications; in effect, "what to do."
Research -- Determining attitudes and behaviors of publics and their causes in order to plan, implement and measure activities to influence or change the attitudes and behavior.
Media Relations -- Relating with communications media in seeking publicity or responding to their interest in an organization.
Publicity -- Disseminating planned messages through selected media without payment to further an organization's interest.

Employee/Member Relations -- Responding to concerns and informing and motivating an organization's employees or members, its retirees and their families.

Community Relations -- Continuing, planned and active participation with and within a community to maintain and enhance its environment to the benefit of both an organization and the community.

Public Affairs -- Developing effective involvement in public policy, and helping an organization adapt to public expectations; also, term used by military services and some government agencies to describe their public relations activities.

Government Affairs -- Relating directly with legislatures and regulatory agencies on behalf of an organization, usually by military services and some government agencies to describe their public relations activities.

Issues Management -- Identifying and addressing issues of public concern in which an organization is, or should be, concerned.

Financial Relations -- Creating and maintaining investor confidence and building positive relationships with the financial community; also, sometimes known as Investor Relations or Shareholder Relations.

Industry Relations -- Relating with other firms in the industry of an organization and with trade associations.

Development/Fund Raising -- Demonstrating the need for and encouraging an organization's members, friends, supporters and others to voluntarily contribute to support it.

Minority Relations/Multicultural Affairs -- Relating with individuals and groups in minorities.

Special Events and Public Participation -- Stimulating an interest in a person, product or organization by means of a focused "happening;" also, activities designed to enable an organization to listen to and interact with publics.

Marketing Communications -- Combination of activities designed to sell a product, service or idea, including advertising, collateral materials, publicity, promotion, packaging, point-of-sale display, trade shows and special events.

What Public Relations Does

Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.

Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges, and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders, and other institutions, and with society at large.

The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping translate private aims into reasonable, publicly acceptable policy and action.

As a management function, public relations encompasses the following:

- Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations, and other programs.
- Planning and implementing the organization's efforts to influence or change public policy.
- Setting objectives, planning, budgeting, recruiting and training staff, developing facilities -- in short, *managing* the resources needed to perform all of the above.
- Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics, and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches, and presentations.

In helping to define and implement policy, the public relations practitioner uses a variety of professional communications skills and plays an integrative role both within the organization and between the organization and the external environment.

public, n.-3: a group of people having common interests or characteristics; specific: the group at which a particular activity or enterprise aims.
Webster's Ninth New Collegiate Dictionary

While the term "the public" is often used, there are, in fact, many publics or specific audiences within the general public. These publics respond in different ways so they must be considered separately and, often, communicated to differently and through differing media. Publics often overlap, and they can be identified and sub-divided in many different ways.

How Public Relations Helps Management

1. The publicity and promotional aspect paves the way for the sale of products or services, so much so that some companies have placed sales quotas on their product publicity people.
2. Internal motivation is a vital factor which affects the bottom line by building morale, enhancing productivity and creating team spirit. It also helps recruit qualified people and retain them.
3. Public relations provides an early warning system by avoiding disruptions which may occur when a single surprise issue or unplanned-for social/political change arises.
4. Public relations provides an organization with new opportunities because the people involved in public relations interact with more internal and external audiences than anyone else in the organization. Public relations people have a conning tower from which to identify new markets, new products, new methods.
5. Public relations helps to protect the present position when an organization is under attack. For instance, Proctor and Gamble did not suffer declining sales, morale or stock values during the tampon debacle largely because of their expert public relations handling of the problem -- communicating the company's position.
6. Public relations helps to overcome executive isolation, something that can affect every organization sooner or later. An inescapable assignment of every public relations practitioner is opening the eyes and ears of management to what's really happening "out there."
7. Public relations help organizations manage change, something they must do to stay competitive and efficient. But since change is threatening and often resisted, smooth transition through a necessary change guided by public relations professionals is a real dollar-saver.
8. The phrase "double bottom line" was coined to explain the relationship between an organization and its social responsibility. It's now well understood and accepted that social responsibility does have a traceable effect on economic success for every type organization. The leading role in "social accountancy" is usually played by public relations staff.

How Public Relations Benefits Society

- Public relations is a means for the public to have its desires and interests felt by institutions in our society. It speaks for the public to otherwise unresponsive organizations, as well as speaking for those organizations to the public.
- Public relations helps achieve mutual adjustment between institutions and groups, establishing smoother relationships that benefit the public.
- Public relations can be a safety valve for freedom. By providing means of working out accommodations, it makes arbitrary action or coercion less likely.
- Public relations is an essential element in the communications system that enables individuals to be informed on many aspects of subjects that affect their lives.
- Public relations can help activate organization's social conscience.
- Public relations is a universal activity. Everyone practices principles of public relations in seeking acceptance, cooperation or affection of others. Public relations professionals only practice it in a more professional way.

Ethical Considerations

From its earliest beginnings, public relations has had to confront the problem of ethical practices. In the heyday of press agentry, its practitioners could get away with almost anything. Many followed the dictum of circus promoter Phineas Taylor Barnum, who proclaimed "Let the public be fooled." At the same time, businesses operated secretly and often fraudulently, and newspapers engaged in muckraking.
It fell to public relations pioneer Ivy Lee (1877-1914) to bring about the first major change leading to the establishment of ethical practices in public relations. Employed to represent the anthracite coal industry in 1906, Lee declined to be

merely the industry press agent. Instead, he promised to help the industry change policies which were objectionable to the public and, then, provide newspapers with material that was favorable to their position.
His famous "Declaration of Principles" which was sent to newspaper editors and publishers said in part:
This is not a secret press bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly to go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly, and any editor will be assisted most cheerfully in verifying directly any statement of fact. In brief, our plan is, frankly and openly, on behalf of business concerns and public institutions, to supply to the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about."
With this statement -- revolutionary for its day -- Lee effectively moved public relations away from the "anything goes" type of press agentry which had prevailed to that time.

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PUR 3000 - Principles of Public Relations

Defining Public Relations

      Turn of 20th century
          One-way, press-agentry/publicity
        Modern public relations
        Ivy Ledbetter Lee
          Honesty, frankness & openness
          if truth is damaging--change behavior
          public information model
        WWI
          U.S. Commission on Information
             George Creel; Edward L. Bernays; Carl Byoir.
          Propaganda
             Intensified belief in "magic bullet" or hypodermic needle theory
             Started belief that PR has magical persuasive effects on society.
        1930s
          Definitions diverse.
          Agreement on activities.
          Influence opinion,
          produce good will,
          keep stockholders and employees informed, demonstrate social and profit responsibility.
          Agreement on 2-way communication and merchandising methods.
          Movement to systems theories.
          Bernays adds use of social science, especially psychology.
          Harwood Childs adds adjusting organizational behavior to public interest.
             Adjusting organization to its environment is central to systems theory.
             When organizational behavior has social & public significance:
             Organizations should adjust in ways that promote the public welfare and interest as currently defined by mass opinion.
               Mass opinion defined by Legislation.
             Childs' contribution summed up in one word: relationships.
             Increased regulation due to government involvement in business in New Deal era.
        1940s
          Definitions more action-oriented.

Professional organizations merged: Public Relations
Society of America.
Increased emphasis on social responsibility and
professionalism.
Growing use of social sciences, especially psychology,
sociology, political science and economics.
More emphasis on
   research &endash; especially public opinion polls.
   two-way communication.
   organizational performance.
   interactive view.
   mutual understanding.
Components of PR today
   1. management function
   2. communications &endash; two-way
   3. interpreting public opinion
   4. influencing public opinion
   5. relations with publics &endash; reciprocal
   6. social responsibility
   7. ethics
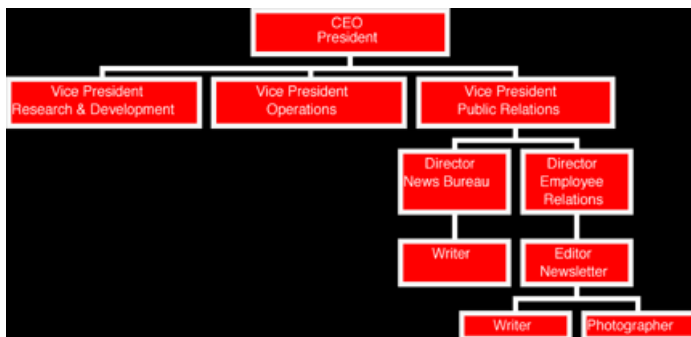Our definition
   A management function that
   identifies,
   establishes, and
   maintains
   mutually beneficial relationships
   between an organization and its publics.
Notable oncepts from your textbook
   Integrated communication

Reprinted with permission from the website of Dr. Linda Perry
(http://www.atlantic.net/~lperry/definitions.htm)"

Management

Organizational chart

What is managing?
  Directing
  Controlling
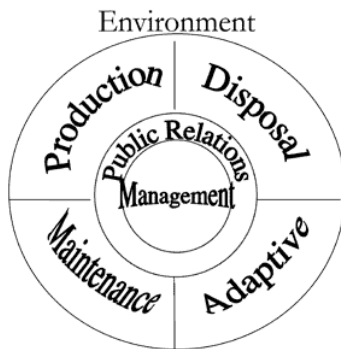 Planning
Relatively closed systems
  One way communication.
  Emphasized functions:
    Organize, control, motivate employees.
  Minor attention to environment.
  No worry about impact.
Management in open systems

System is organized set of
subsystems:
      Management
        Includes PR.
      Production
      Maintenance
      Disposal
      Adaptive
        Includes PR.

PR management in system
  Boundary role
  Liaison between organization and external groups.
  Helps other subsystems communicate
    With external publics.
    With internal publics.
PR support for subsystems
  Maintenance
    Employee communication
  Disposal

Promote products, services.
Adaptive
Ideas to and from environment.
Management
Plan & evaluate communication activities.
Open system management
PR is mission-oriented.
Supports overall mission of organization.
Helps formulate mission statement.
Accomplish goals and objectives.
Tied to mission.
Communication managed by PR Dept.,
Or counsel: Speak with one voice.
Management in open system
Management by Objectives (MBO)
Steps to reach goals.
Monitor progress.
Public relations management
Ongoing communication plan.
Fits into organization's annual activities:
Internal newsletter;
Quarterly magazine to key publics;
Annual reports (accompanying 10K);
Speakers Bureau;
Annual meetings;
Fund raising;
Company picnics.
Public relations management
Special plans
Crisis communication
Disaster plan
Emergency plans
Campaigns
Issues management
Problems detected in environmental monitoring.
Strategic planning
Anticipates changes
Solve potential problems;
Take advantage of opportunities.
Consider perspectives of stakeholders,
stockholders, employees, corporate culture, key publics.
Ongoing and special activities
Schedule and prioritize the activities;
Calendar of activities.
Set objectives for each activity.
Conduct year-end review and evaluation
Management review of MBO's and

For budget-making process.
Budgeting
  PR administrative budget
    Built from program budgets
      Programs to meet organizational objectives.
    Expenses
      Salaries & benefits (time)
      Production
      Equipment
      Overhead
      Special project costs
      Travel
    Budgeting time
      Estimate time needed to implement each program:
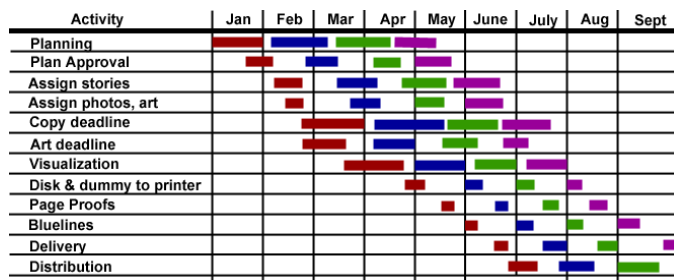   Schedule the sequence of events.
          Gannt Chart
          Program evaluation and review technique (PERT),
          Critical path method.

Gannt Chart

Activity	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
Planning									
Plan Approval									
Assign stories									
Assign photos, art									
Copy deadline									
Art deadline									
Visualization									
Disk & dummy to printer									
Page Proofs									
Bluelines									
Delivery									
Distribution									

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(http://www.atlantic.net/~lperry/management.htm)"

Research

Survey: - Who knows what FAEDS is?
                 - Who knows what FAEDS does?

Who is the audience?
       The target audience:

- 67 School Districts
- 28 Community Colleges
- 11 Universities
  - Colleges of Education
- Continuing Education / Distance Education
- Private sector educational facilities

What are we trying to convey to the Audience?
       Long term investment in a valuable organization.
       Viable organization and connected with current decision makers leaders and issues in Florida
       Education.
       Come join us.

Are we trying to inform? Yes.
(Importance of technology in education, sources of information / assistance, contacts, best practices, systems that work /don't work.)

Are we trying to persuade? Yes.
(Change behavior: ie: Join FAEDS, Attend conferences, get connected, be part of the team etc.)

Who can we partner with? And Why?

       Supporting Organizations

               Florida Department of Education (FLDOE)
               www.firn.edu/doe/doehome.htm
               Ron McCord
               Ron.mccord@fldoe.org
               FLDOE, Division of Technology

               Florida Association for Computers in Education (FACE)
               www.facenet.org
               Nina Lucchi, President
               nlucchi@aol.com
               Miami Country Day School

               Florida Association of Educational Data Systems (FAEDS)

www.faeds.org
Carlotta Appleman, President
applemac@mail.tcc.cc.fl.us
Tallahassee Community College

Florida Association for Media in Education (FAME)
www.firn.edu/fame/
Jane Terwillegar, President
jterwill@bellsouth.net
Palm Beach County Schools

Florida Association for Supervision and Curriculum Development (FASCD)
www.firn.edu/fascd/
Mike Mizwicki, President
michael_mizwicki@scps.k12.fl.us
Greenwood Lakes Middle School Seminole County

Florida Council of Instructional Technology Leaders (FCITL)
www.pky.ufl.edu/fcitl/default.html
Fran Schulz, President
fschulz@pasco.k12.fl.us
Pasco County Schools

- Local groups
- AITP
- Educational institutions
- PTA's / PTO's
- Professional groups
- National - model for other educational technology organizations
- International - model for other educational technology organizations

Objectives

Increase Membership - number?

Provide Scholarships - number and dollar amount?

Increase Public Awareness - specific activity?

Provided Press Releases, Fact Sheets, about newsworthy events - number of and distribution?

Distribute to media outlets - educational institutions, Florida DOE the public and private sector, and national organizations.

Update and redesign web page

Procedures

How to achieve objectives; strategies to achieve objectives.

Contact media outlet or news organization by telephone or personnel visit. Follow this up with a Press Release and Fact Sheet.

Media outlets close to an event are most likely to utilize material, especially if the material can be related to the service area community.

Timeline for distributing media information - for FETC & FAEDS Fall Conference.

> Select Media
> FETC
> - 2 months prior to conference
> - 1 months prior to conference
> - 1 week prior to conference
>
> Post FETC - distribute follow-up information:
> - Number of Attendees
> - Issues that were addressed
> - FAEDS Participation
> - Emerging issues
>   - Security
>   - Bandwidth
>   - New ideas
>   - Wireless
>   - Palm Pilots
>
> Select Media
> FAEDS Conference
> - 4 months prior to conference
> - 3 months prior to conference
> - 2 months prior to conference
> - 2 weeks prior to conference
>
> Post FAEDS Fall Conference
> - Number of Attendees
> - Vendor supporters
> - Other supporters
>   - Local school district
>   - Local educational institution
> - Issues introduced

Scholarship

- Select Media
    - Statewide

    - Local School District
- 1 month prior to award
    - Include local media, person, local school district, & FAEDS Membership

Other Events and Activities

- Scholarship Awardees
- Member Activities
- Indicate in Press Release / FACT Sheet
- Follow-up

Evaluation

Number of press releases made public:

FAEDS Information in Media:

- Listservs
- Newspapers
- Radio
- Television
- Flyers
- Posters
- Snail Mail

New Members:

- By category: School Districts, Universities, Community Colleges, etc.
- Other categories
- Goal vs. Actual

Scholarships Awarded

- Promotion of recipients

FAEDS Activities

- FETC
    - Membership on FETC Planning Committee
    - Booth at FETC
    - Sponsoring Organizations

- FAEDS Fall Conference
    - Attendance
    - Members - by category
    - Sponsors / Vendors

- Scholarship Presentation(s)

- Issues addressed / presented / published
- Other

Feedback from State Educational leaders.

Appendix A

The Press release and the Fact Sheet are utilized to share information is a quick concise manner.

The Press release is meant to inform and may utilized as is by various media, perhaps with editing;

while the Fact Sheet is background material for the reporter that may wish to write their own

article.

Sample: PRESS RELEASE - FAEDS

Contact:
Dr. William Piotrowski
(850) 487-7530
piotrowskiw@leon.k12.fl.us
Leon County Schools

March 1, 2002

FAEDS AT FETC
TECHNOLOGY IN EDUCATION

Orlando – Ever wonder how technology fits into Florida education? The Florida Association of Educational Data Systems (FAEDS), the oldest Florida educational technology organization will be at the Florida Educational Technology Conference March 6 through March 8th.

Come visit us at the FAEDS Booth and learn about our many scholarships, conferences and network with the leaders in educational technology. FAEDS members will be on hand to answer questions concerning the role and scope of emerging technology issues, trends in distance learning as well as problems facing Florida's K-20 initiatives.

Membership in FAEDS is only $10.00 a year - so come join us and share in the leadership of Florida's premier education technology organization.

For more information, access the Web site, http://www.fades.org/ or call Dr. William Piotrowski (850) 487-7530.

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Sample: FACT SHEET - FAEDS

March 1, 2002

Contact:
Dr. William Piotrowski
(850) 487-7530
piotrowskiw@leon.k12.fl.us
Leon County Schools

Who
The Florida Association of Educational Data systems. The oldest statewide educational technology association.

What
Web site, email listserv, numerous educational and technical contacts, 2 1/2 day annual Fall conference and participation at FETC and $10,000 in educational scholarships.

Where
FETC is organized in Orlando; annual Fall conference is situated in different cities around Florida.

When
FAEDS conference in the Fall; Early Spring for FETC.

Why
To bring together educational professionals to learn, share promote educational technology with peers as well as State Educational leaders.

To provide a forum for discussion of issues in educational technology.
    To provide information and assistance to Florida educators and technical personnel.
    To promote a greater understanding of the uses of technology at all levels of education.
    To encourage greater communication between instructional and Information Technology professionals in the State of Florida.

Benefits
Contact with decision makers, leaders in educational technology and technical experts in Florida Education.

Background on FAEDS
Current events, information and History of FAEDS may be found on the web site:
http://www.firn.edu/~faeds/   http://www.santafe.cc.fl.us/~faeds/   http://www.faeds.org/

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Florida Senate - Education Committee

Committee Pages Committee Publications Meeting Packets

Senate Committee on Education

Location:
415 Knott Building
Mailing Address:
404 South Monroe Street
Tallahassee, FL 32399-1100
850 • 487 • 5213
SunCom 277 • 5213

Members:
Chairman: J. Alex Villalobos (R)
Vice Chairman: Lesley "Les" Miller, Jr. (D)
 Anna P. Cowin (R)
 Alex Diaz de la Portilla (R)
 Buddy Dyer (D)
 Daryl L. Jones (D)
 Ron Klein (D)
 John F. Laurent (R)
 Alfred "Al" Lawson, Jr. (D)
 Richard Mitchell (D)
 Ken Pruitt (R)
 Jim Sebesta (R)
 Donald C. Sullivan, M.D. (R)

 Quick Links
 Current Calendar
 Current Meeting Packet

Staff
Mike O'Farrell,
Staff Director
Linda West,
Administrative Assistant

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http://www.leg.state.fl.us/cgi-bin/View_Page.pl?Tab=committees&Submenu=1&File=index.html&Directory=committees/senate/ed/

Appendix C

Florida House of Representatives - Council for Lifelong Learning

Council for Lifelong Learning

 Location:
Room 1301 Capitol
Mailing Address:
404 South Monroe Street
Tallahassee, FL
(850) 414-6694

Members:
 Jerry Melvin Chair
 Frederica Wilson Vice Chair
 JD Alexander
 William Andrews
 Rafael Arza
 Frank Attkisson
 Dennis Baxley
 Dorothy Bendross-Mindingall
 Frederick Brummer
 Susan Bucher
 Renier Diaz de la Portilla
 Frank Farkas
 Heather Fiorentino
 Kenneth Gottlieb
 Lindsay Harrington
 Bob Henriquez
 Bev Kilmer
Doug Wiles

Proposed School Code Revisions:
 Proposed New Chapters of the School Code Rewrite Bill
 PCB LLC 02-01—Florida School Code

 Meeting Packets
 February 20, 2002 (42257 KB)
 February 28, 2002 (60196 KB)

Action Packets
 February 20, 2002 660 KB
 February 28, 2002 2478 KB

Staff
 Patricia "Pat" Levesque, Council Director
 Lynn Cobb, Attorney

Lynn Imhof, Administrative Assistant
Steven Henderson, Intern
Trevor Mask, Intern

Source:
http://www.leg.state.fl.us/committees/index.cfm?mode=Committee%20Pages&view_mode=View%20Page&Committee_ID=1151&Tab=committees&submenu=1

Appendix D

Pro Forma - Public Relations - Worksheet

Research	Objective	Procedure
Evaluation		

Research	Objective	Procedure
What groups would Increase in Members? Benefit from FAEDS	Increase Membership	Snail / Email to Prospective Members

What are the specific group
    Number of Scholarships?
To send information to
    Media coverage?
	Provided Scholarships	Promo via local &
		
		Statewide media to
		
		Respective Groups

What segment(s) of the Public
    Increase interest / questions
Should be addressed?
    concerning FAEDS
	Increase Public Awareness	Give presentations,
		
		Adopt schools, hand out flyers