

# Recording Your Attendance

Remember to SWIPE your SMART card



# **MCH8065 Theoretical Approaches to PR**

## **Week 1: What is Public Relations?**

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## Week 1 Learning Outcomes

Develop understanding of the historical background and contemporary developments of public relations.

Knowledge of the principles behind regulatory frameworks governing the profession.

To integrate theory in professional practice.

To develop as reflective practitioners.

## Lecture Outline

- Introduction to the module (recap)
- What is PR?
- Misconceptions, developments and definitions
- PR and corporate identity
- PR vs. marketing & advertising

## Introduction to MCH8065

### Learning structure:

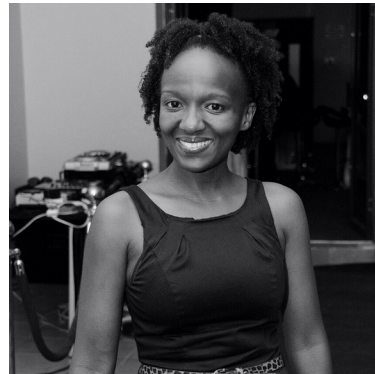
- 11 x Learning Sways
  - 11 x one-hour lectures: 9-10am in HERB.G CA
  - All lectures are recoded for review (ReCap)
  - 11 x small group seminars
  - For students arriving late, there is one online consolidation seminar
  - Discussion forum and quizzes
  - 2 assessments: essay plan (1,000 words) and essay (3,000 words)
- **You need a 50% weighted average total to pass the module - you don't have to pass every element**

# Introduction to MCH8065

## Teaching team



**Ramona Slusarczyk**



**Patience Mathambo**



**Anne-Marie Lacey**



**Hannah Layford**

## What is PR?

- What is Public Relations?
- What are some of the myths and misconceptions about PR?
- What does PR involve?
- Where is it used?
- How does it differ from marketing and advertising?

# What PR is NOT



- 'PR is about partying with those in power'
- 'It's organised lying and spin'
- 'It's free advertising'
- Being a 'PR girl'
- 'It's a waste of money'
- 'Companies that are doing well, don't need PR'
- 'It's propaganda'
- 'It's just press relations'
- 'Nobody believes what is written in the press anyway'
- 'Research in PR is unimportant'

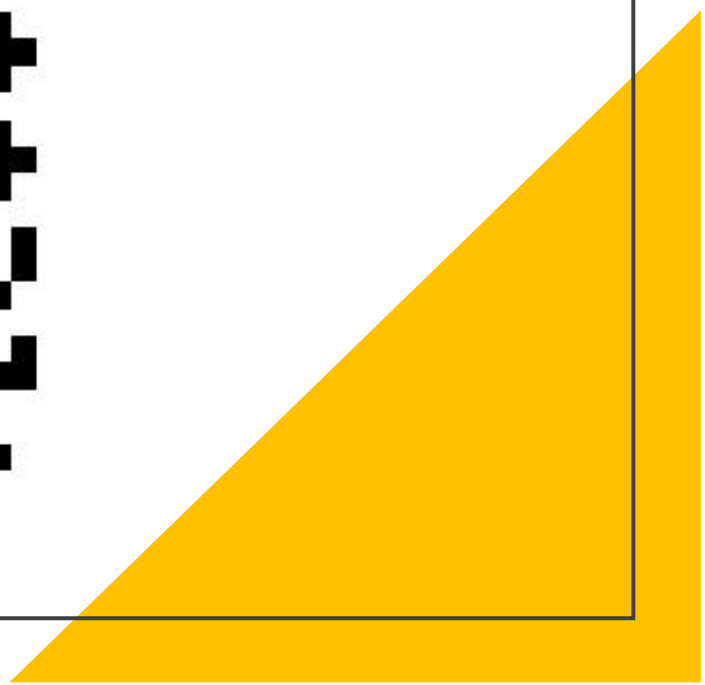




Ivy Ledbetter Lee



What is PR?





Edward Bernays

"Public relations attempts to engineer public support."

A PR Practitioner is "an applied social scientist who advises clients or employers on the social attitudes or actions to take to win support of the publics upon whom the survival of the client depends."

(Bernays, 1923)



Rex F. Harlow

Responses to his study were “so diverse and conflicting, so affected by the opposing demands of theory and practice, so uncertain and inadequate, that hardly any two of them have been alike or even similar.”

(Harlow, 1976)

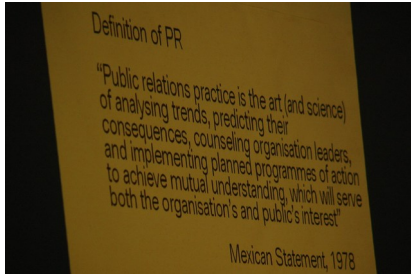


Rex F. Harlow

"PR is a distinctive management function which helps:

- establish and maintain lines of communication, understanding, acceptance and co-operation between and organisation and its publics;
- involves the management of problems or issues;
- helps management to keep informed on and responsive to public opinion;
- defines and emphasises the responsibility of management to serve the public interest;
- helps management keep abreast of and effectively utilise change, serving as an early warning system to help anticipate trends;
- and uses research and ethical communication techniques as its principal tool."

(Harlow, 1976)



## Mexican Statement

**“Public Relations practice is the art and social science of:  
analysing trends  
predicting their consequences,  
counselling organisation leaders,  
and implementing planned programmes  
of action **which will service both the  
organisation’s and the public interest.**”**

(World Assembly of PR Associates in Mexico City, 1987)



Scott M.  
Cutlip

“Public Relations is the management function that identifies, establishes and maintains mutually beneficial relationships between an organisation and the various publics on whom its success or failure depends.”

(Cutlip et al., 1985)



Philip J.  
Kitchen

"Public relations is essentially a communication function, but with the emphasis on the two-way nature of the communications process."

(Kitchen, P., 1997)



**“PR is about REPUTATION –  
the result of what you do,  
what you say  
and what others say about you.”**

(CIPR, 2012)

**CIPR**

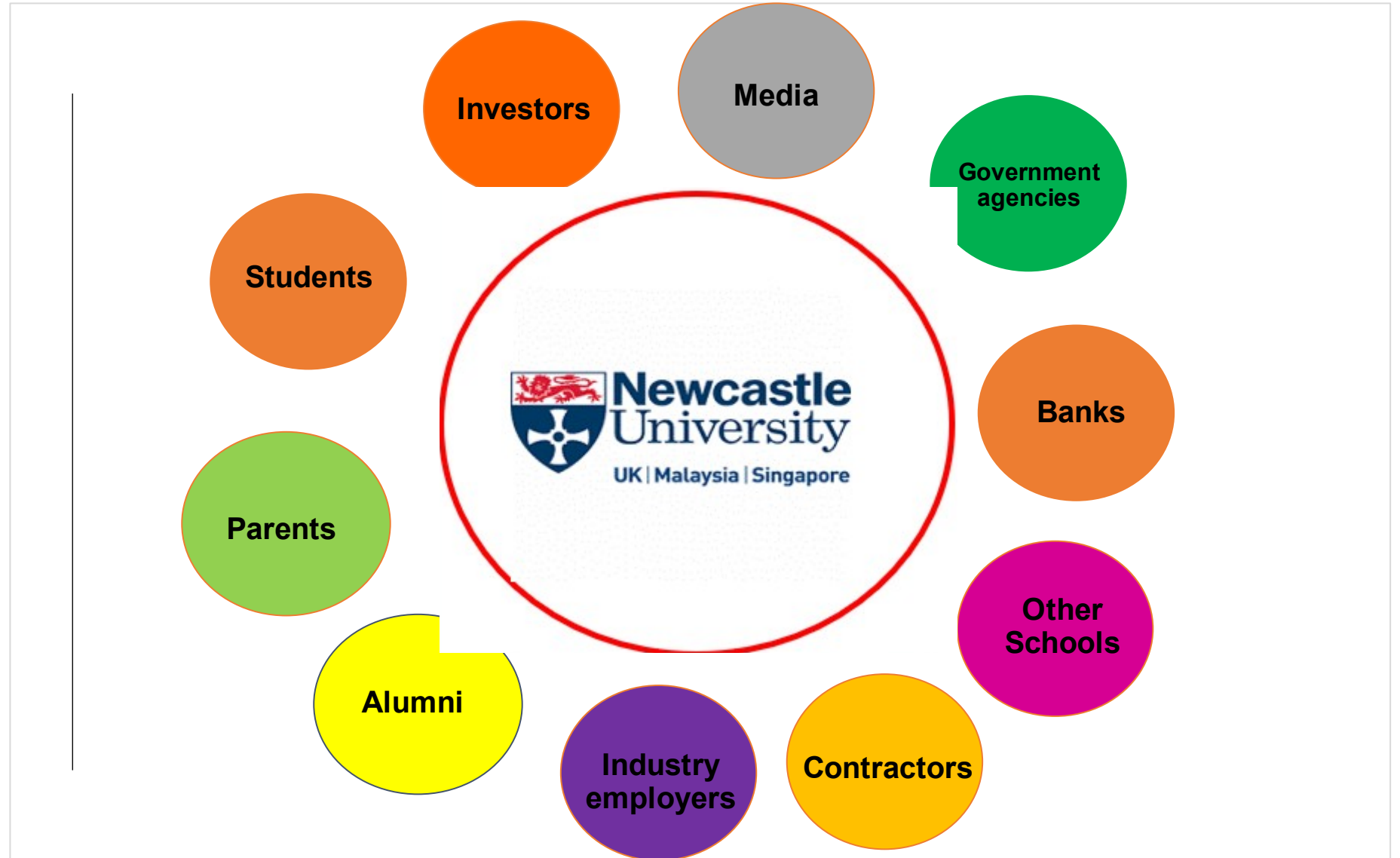
CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

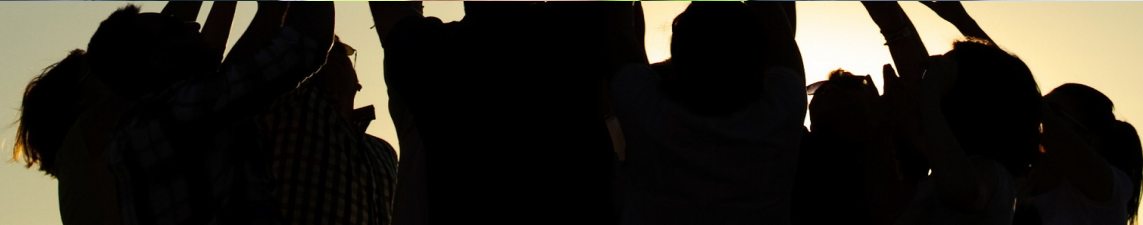
“**Public Relations** is the **discipline** which looks after **reputation**, with the aim of **earning understanding** and support and **influencing** opinion and behaviour.

“It is the **planned and sustained** effort to establish and maintain **goodwill and mutual understanding** between an organisation and its publics.”

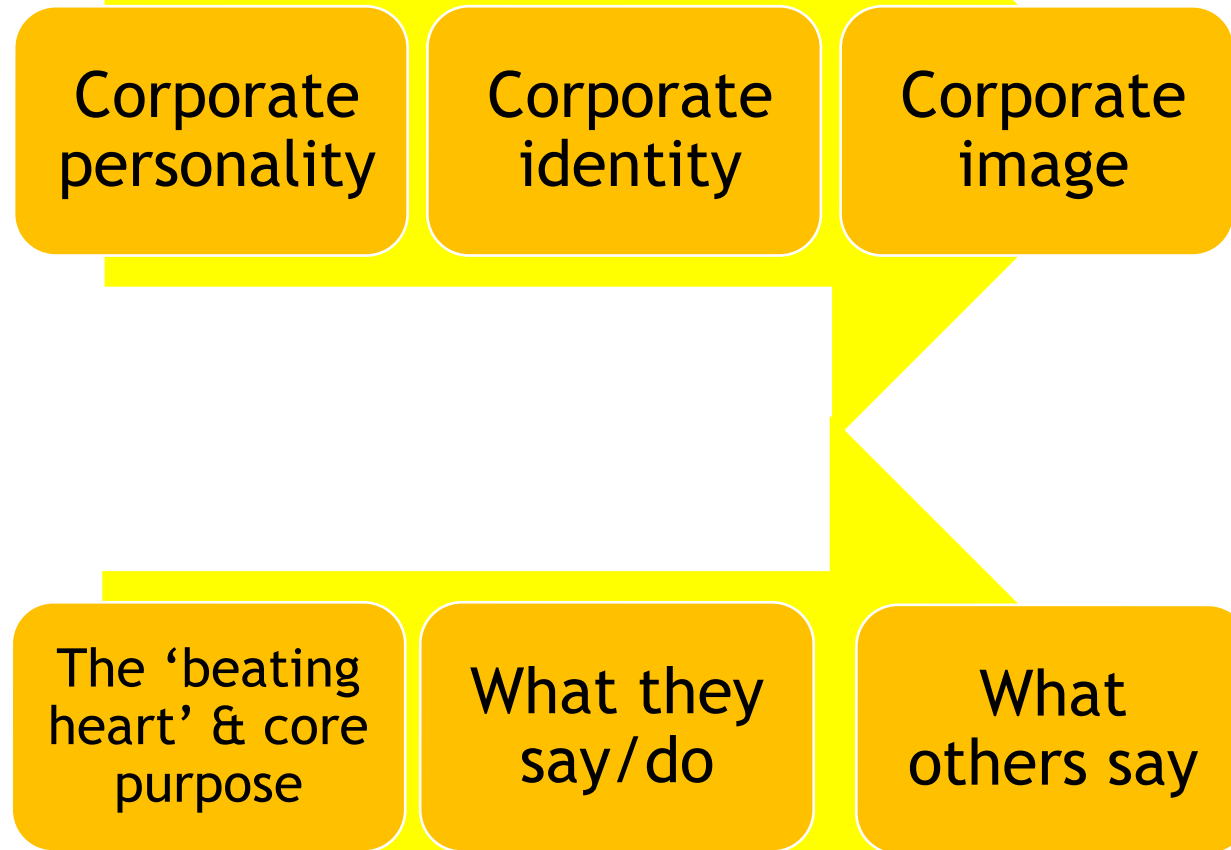
(CIPR, 2012)

**PR &  
PUBLICSSS**





Trust,  
Reputation  
& Corporate  
Identify  
(Fombrun &  
van Riel,  
2004)

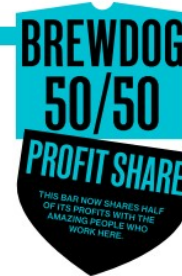


Case study:  
BrewDog

WHAT THEY  
SAY

PEOPLE BLUEPRINT

# BARS 50% PROFIT SHARE



## OUR BREWDOG BARS NOW SHARE 50% OF THEIR PROFITS WITH THE FANTASTIC PEOPLE WHO WORK IN THEM.

We want to create a radically new business model for hospitality – one that firmly puts the people who make the real difference in our bars, those who look after our customers every day, at the very core of what we do.

To that end, we are delighted to announce that we are completely changing how our bars operate. Each BrewDog Bar is going to share 50% of its profits with team members.

You read that right. 50% of all profit made in BrewDog Bars will now be shared evenly with the fantastic people who work in them.

Our bar teams make the magic happen for tens of thousands of customers every day. Creating experiences that are key to this business and brand, and we want to reward them in a fundamentally new way which has never been done in hospitality before.

By sharing 50% of profits with our crew, we're setting the bar higher for hospitality workers everywhere, and democratising the benefits of

As part of this ground-breaking initiative, we will be fully transparent and share the financial details with all of our team members every month.

We want to incentivise our amazing people to act like business owners, by rewarding them just like business owners.

THERE ARE MORE DETAILS ON HOW BOTH  
OF THESE NEW INITIATIVES WORK IN THE

APPENDIX.



<https://www.brewdog.com/uk/history>

<https://www.youtube.com/watch?v=XamxzvGm8YQ>

## Case study: BrewDog

## WHAT THEY DO & WHAT OTHERS SAY

[Rich text - Wed, 9 June 2021 \(cryptpad.fr\)](#)



### An open letter, to BrewDog.

that it might explain why so many allegations have come to light.

BrewDog was, and is, built on a cult of personality. Since day one, you have sought to exploit publicity, both good and bad (and usually with the faces of James and Martin front and centre) to further your own business goals. Your mission might genuinely be to make other people as passionate about craft beer as you are (and in a sense you have succeeded - your fanbase certainly has some true zealots in its ranks), but the ambitions you impressed on your team have always seemed business-led. Growth, at all costs, has always been perceived as the number one focus for the company, and the fuel you have used to achieve it is controversy.

In a post-truth world, you have allowed the ends to justify the means, time and time again. Lies, hypocrisy and deceit can be useful tools; PR campaigns repeated over and over on LinkedIn - until you actually believe them yourselves - is good for driving awareness, and if anyone questions the validity of your claims, you can simply move on to the next campaign. How many more times will we see the stories about sending protest beer to Russia (you didn't), James and Martin changing their names to Elvis (they didn't), awarding an Employee of the Month over a swear can (which was not an accident and was actually approved for print by James), or offering Paternity leave (which many staff are simply never permitted to take)? Worse, by placing personalities at the centre of your messaging, you have inflated egos and fostered a culture within craft beer that defies founders, and gives weight to sexist and misogynistic brewers who claim to be standing up for free speech. You have become a lightning rod for some of the worst attitudes present on both the internet, and in real life.

You spent years claiming you wanted to be the best employer in the world, presumably to help you to recruit top talent, but ask former staff what they think of those claims, and you'll most likely be laughed at. Being treated like a human being can only not change a claim for those working at BrewDog.

feeling of fear. Fear to speak out about the atmosphere we were immersed in, and fear of repercussions even after we have left. Hell, the company once set up a staff committee, under the guise of assembling a team of well-respected individuals to tackle cross-departmental projects, who at their first meeting discovered the actual main task of the group was to address the culture of fear in the business. Well, we can tell you now, you could have asked any single person in the company how to address it, and every one of them could have told you the answer - but you wouldn't have liked it.

Some of us remain in the industry, some have moved on to pastures new. Some of us were made redundant, some left voluntarily because we felt it was time to get out before we could be pushed out. Regardless of where we are now, or what we are doing, there is not one amongst us who feels entirely safe signing this letter. Yet despite the power your voice carries, and the depth of your pockets when it comes to legal action, we believe it is time for us to share our experiences.

it comes back around on you. Now is the time for genuine, meaningful change at BrewDog - and we mean more than starting the search for a Mental Health ambassador (who'll likely last less than a year after none of their plans are taken seriously) or pointing staff to an HR team who are often perceived to be there solely to protect the company. We mean starting with a genuine apology from anyone and everyone who has worked for BrewDog and treated people like objects; harassing, assaulting, belittling, bullying or gaslighting them. It's the absolute minimum we should expect from you, and yet we still don't actually expect to see one. We hope we're wrong.

Signed, the following former BrewDog team members:

JA	Michael Gee	Scott Murray
GA	Darren Gordon	SO
Jay Arkhade	Megan Grant	Erin O'Neill

9:29 pm · 9 Jun 2021 · Twitter Web App

4,053 Retweets 1,733 Quote Tweets 18.2K Likes

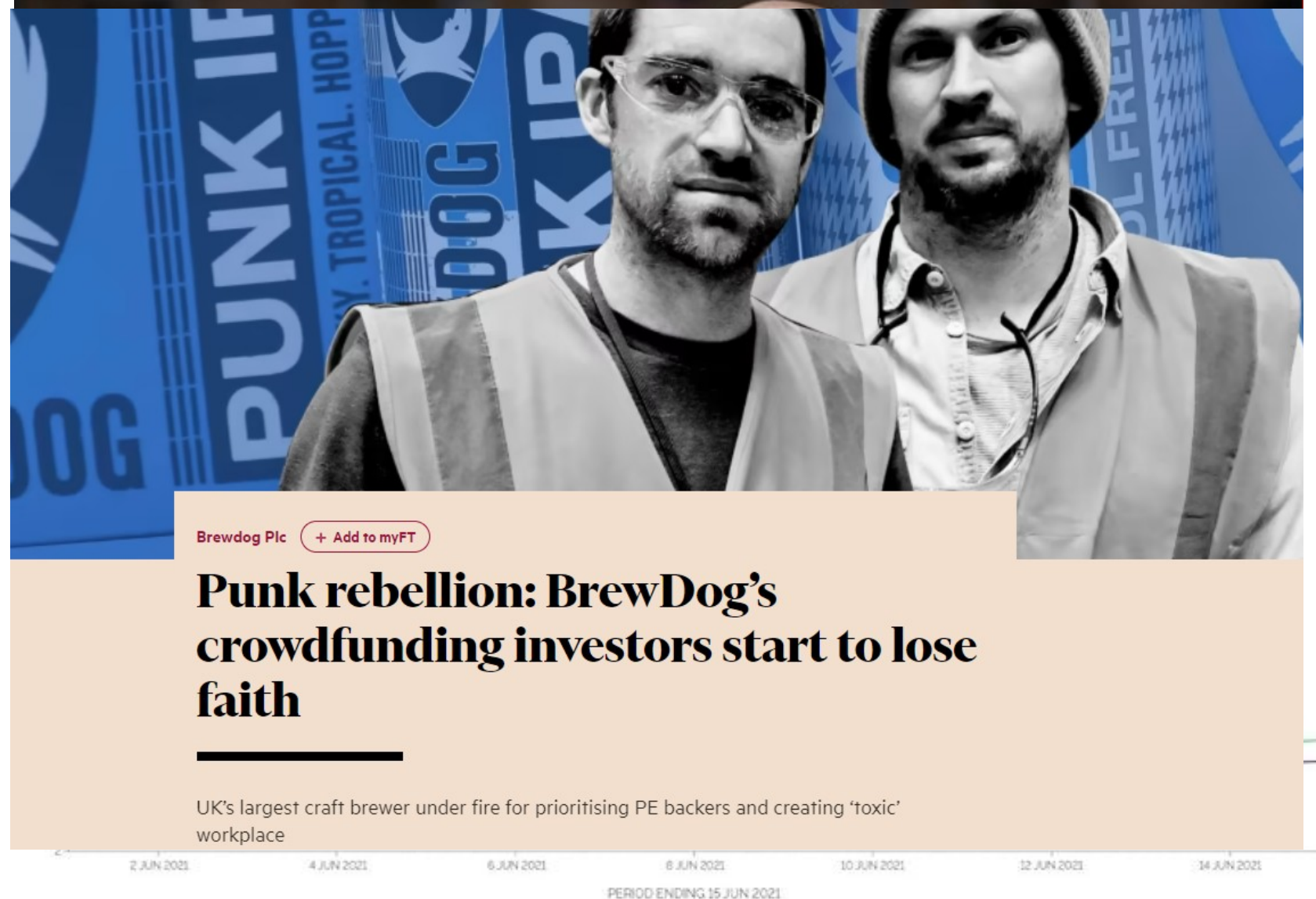
“Put bluntly, the single biggest shared experience of former staff is a residual feeling of fear. Fear to speak out about the atmosphere we were immersed in, and fear of repercussions even after we have left.”

Case study:  
BrewDog

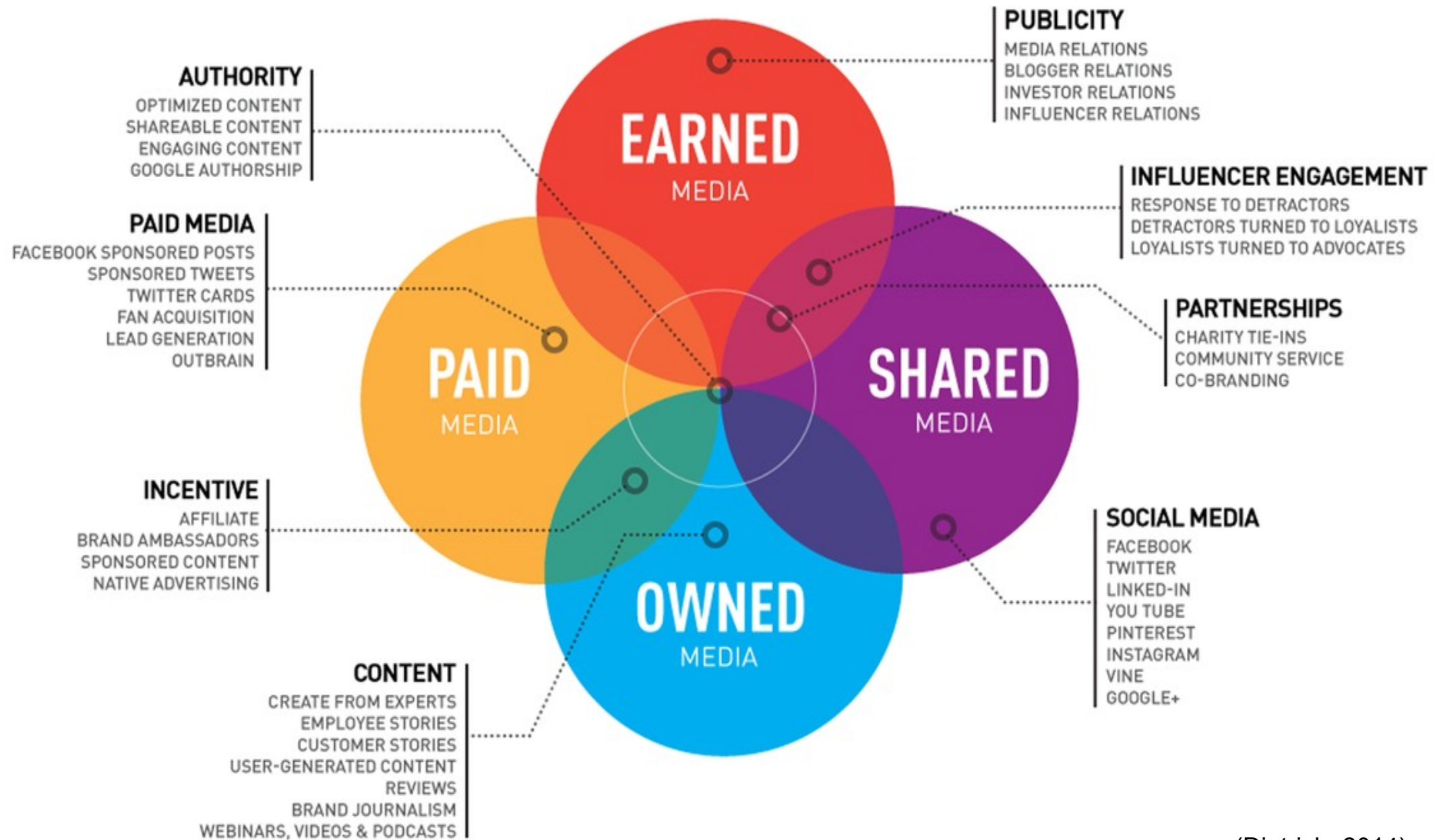
WHAT THEY  
DO & WHAT  
OTHERS  
SAY

<https://www.bbc.co.uk/news/uk-scotland-59957485>

<https://www.youtube.com/watch?v=XamxzvGm8YQ>







(Dietrich, 2014)

## 3Es and the Pub



### PR Protects and Promotes Reputation *‘through planned and sustained effort’* by using the ‘3Es and the Pub’ as tactics:

- Editorial – news coverage in online, newspapers, magazines, broadcast media (**‘what others say’**). **EARNED**
- Events – conferences, launches, awards, visits. **OWNED**
- Electronic – social media platforms, blogs, podcasts. **OWNED, EARNED AND SHARED**
- Publications & mixed media – brochures, leaflets, in-house magazines e.g. Tesco magazine. **OWNED**

(Hetherington, 2012)

**PR vs.  
advertising  
& marketing**

**Marketing** - The management process responsible for identifying, anticipating and satisfying **customer** requirements profitably.

***Chartered Institute of Marketing***

**Advertising** - Presenting the most persuasive possible **selling** message to the right prospects for the product or service at the lowest possible cost.

***Institute of Practitioners in Advertising***



# PR vs. advertising

- Two-way vs. one-way communication
- Fact vs. fantasy
- Credibility
- Budget
- Timing
- Different audiences and channels
- **TELLING vs. SELLING**

Week 1  
Seminars

## **Where does reputation come from?**

- You were asked to find and research at least two different organisations, brands, or celebrities and examine their reputation.
- Make sure you come to class prepared, otherwise your tutor will ask you to leave.
- If you haven't arrived yet: online consolidation seminar takes place at 9am tomorrow. Be prepared, be on time, and have your webcam on.