

House Rules for class sessions

**Be
willing
to:**

- **Share** your ideas in exercises
- **Send up** trial balloons
- **Accept** comment from coaches and classmates
- **Give** comments to classmates (courteously)
- **Say** when you agree or disagree
- **Suggest** differing approaches to problems
- **Open** your mind to learn

Remember:

No idea is too dumb or too simple to be discussed.
You may find others agree with you – and it may be just right!



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S Q 3R

S
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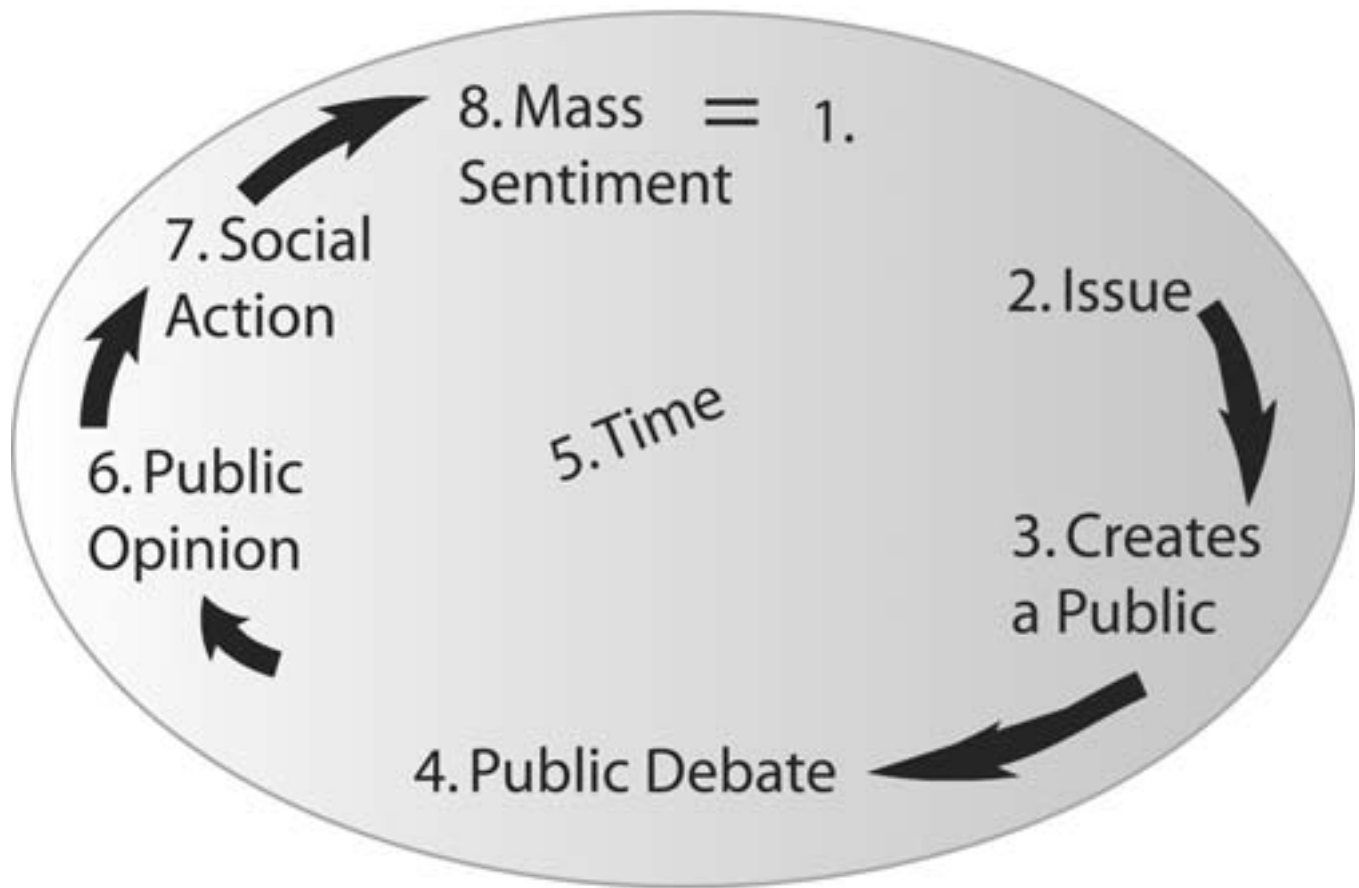
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Public Opinion Process

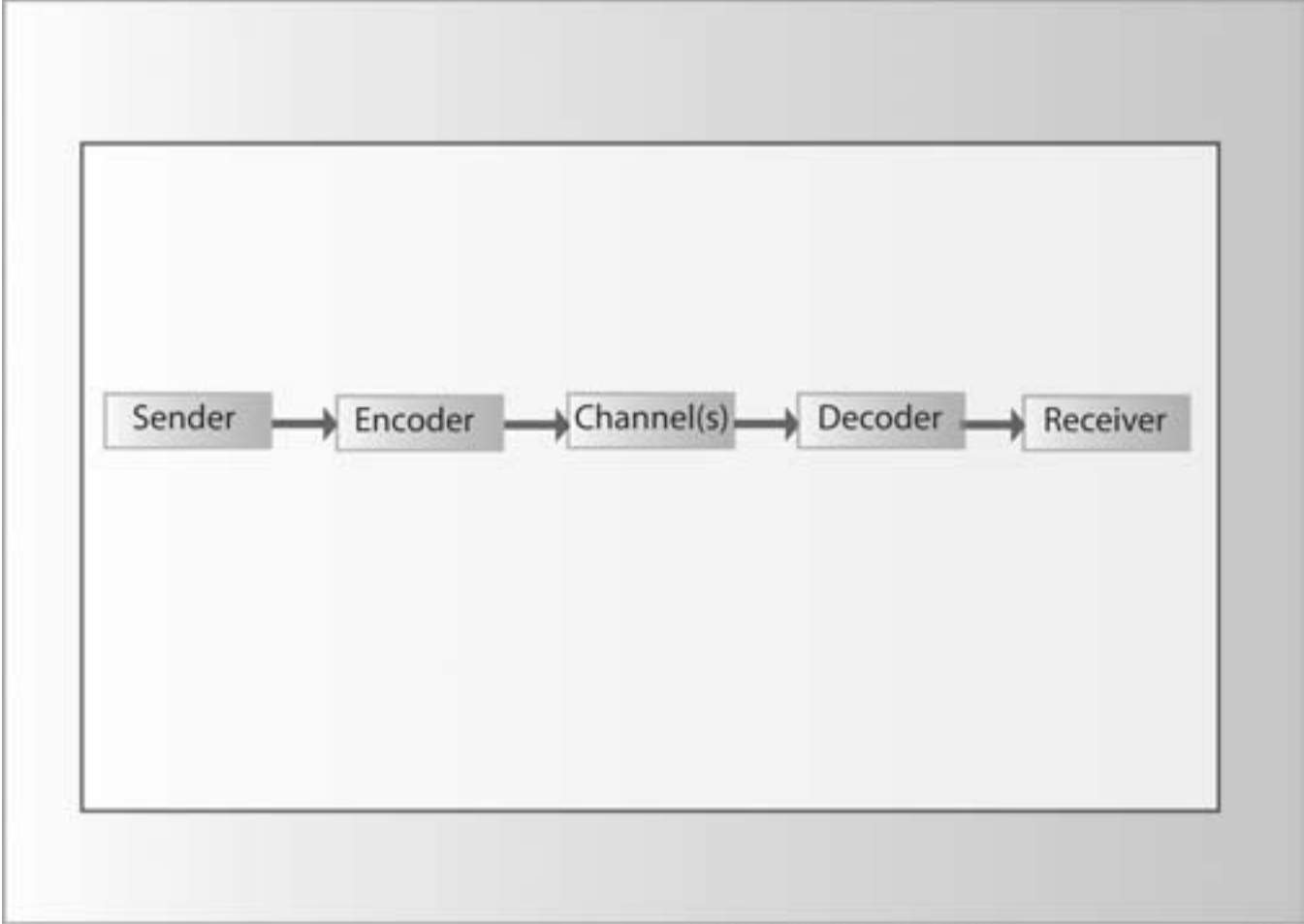


Based on material from Lang and Lang, "Collective Dynamics"



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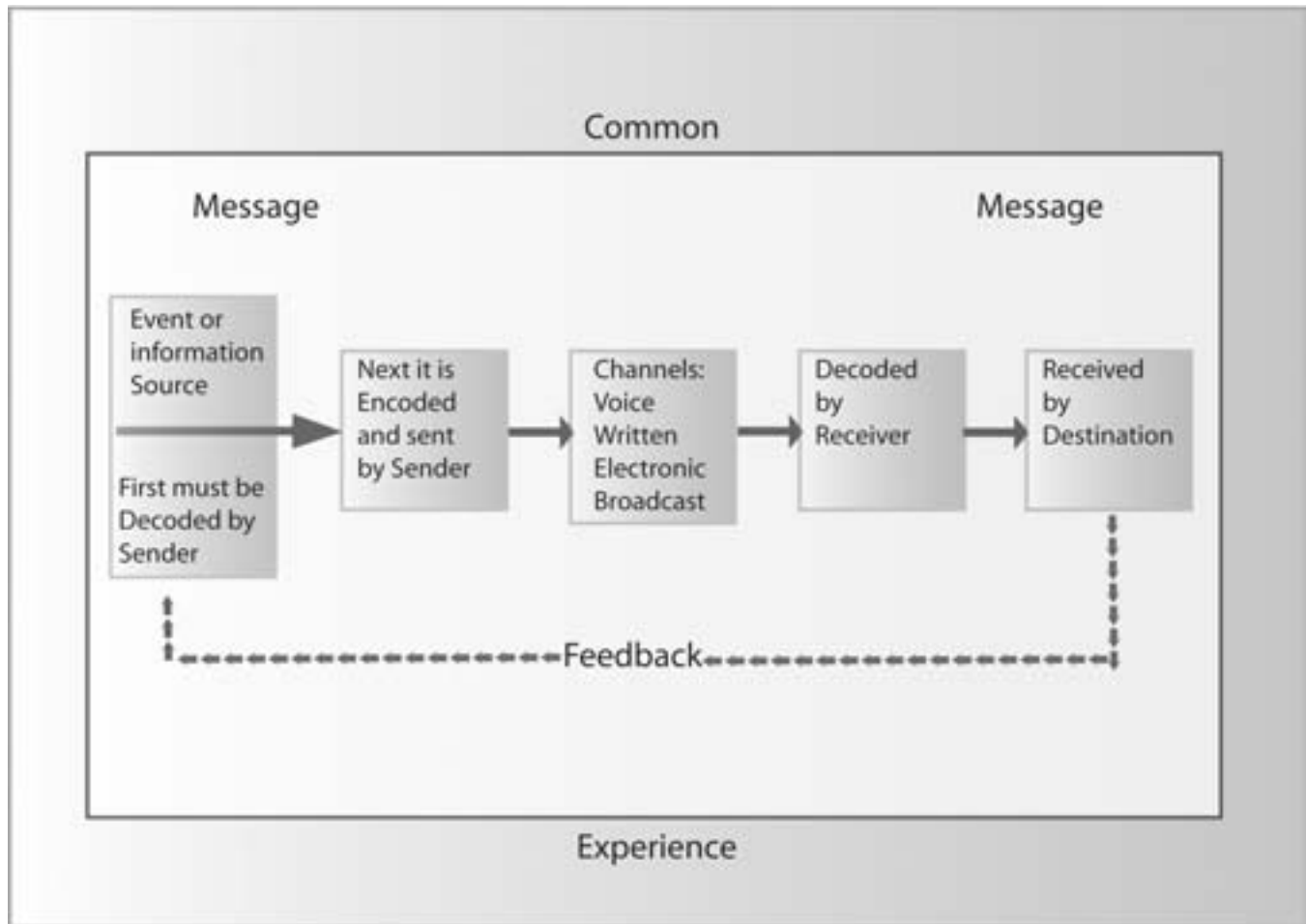
Early View of Communications Process



The Shannon-Weaver Model



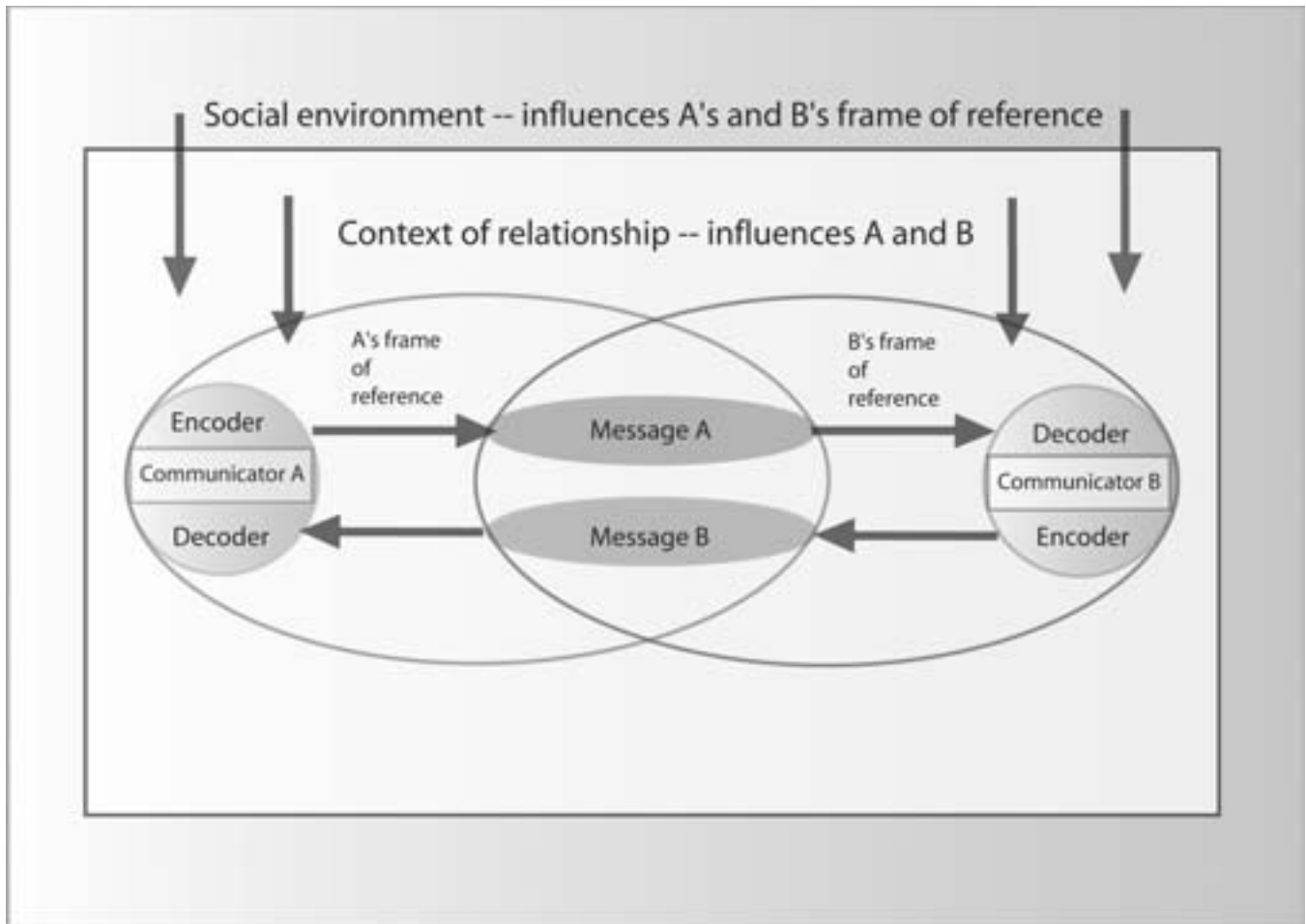
Communications Process Illustrating Feedback within Common Experience



The Shannon-Weaver Model



Communication Process Model



From the work of the late Wilbur Schramm



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*R*esearch

***You may be doing it
without even knowing it!***



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*F*ormal

Uses Scientific methodology

*I*nformal

Everything else!



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Primarily
research
is collected **FIRST-hand**

Secondarily
research
studies **SECOND-hand**
information



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O bjectives:

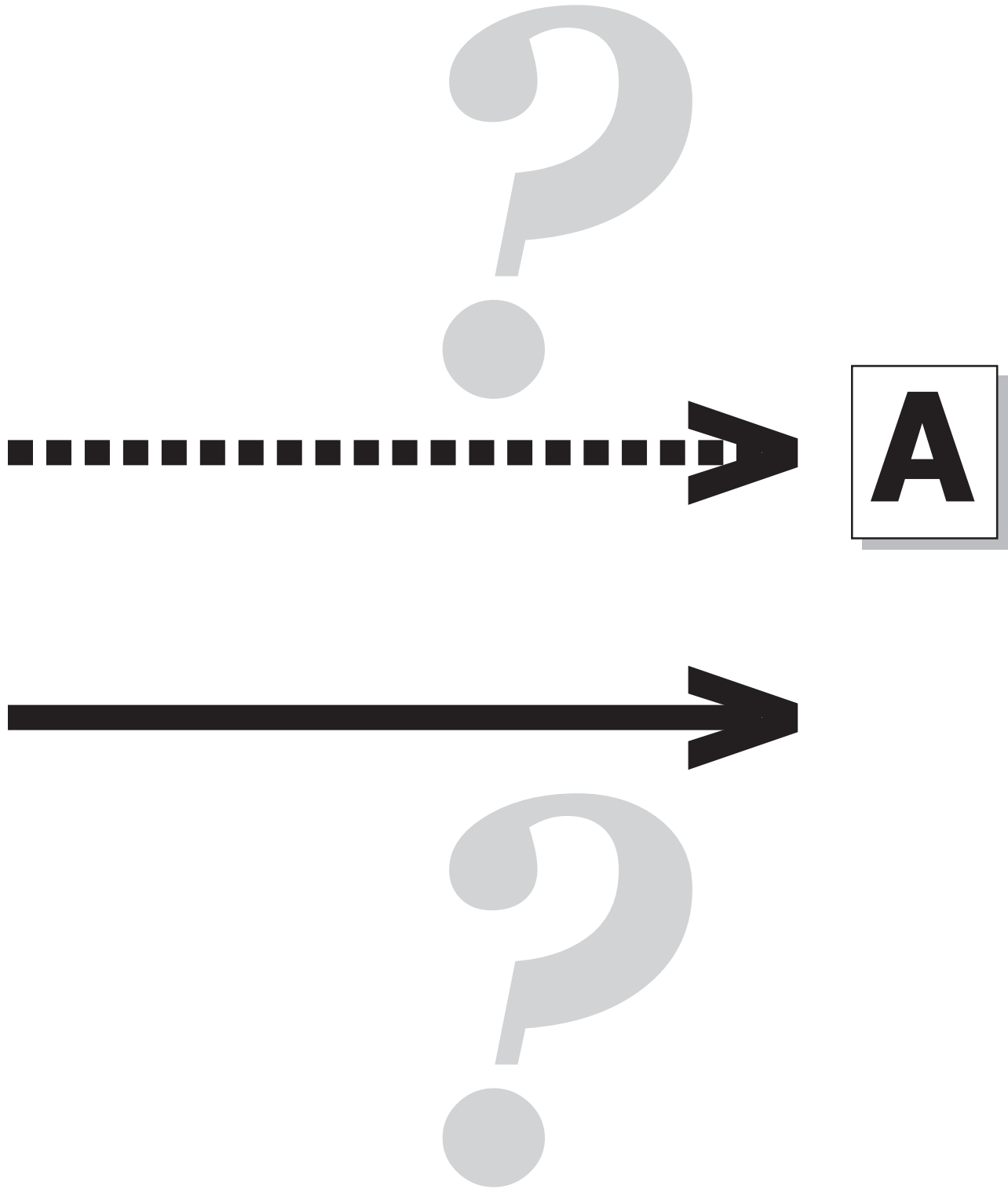
↖ **Immediate**

↖ **Short-range**

↖ **Long-range**



The Four-Step Process



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Developed by Ferne Bonomi, APR, Fellow PRSA

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*M*ission

*G*oal



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Goal

Broad target

End result

“Statement of being”



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Objectives



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Audiences

(Publics)



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Who needs to know or understand?



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Who needs to be involved?



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Whose advice or support do we need?



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Who will be affected?



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Objectives:

Awareness

Attitude

Action



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Objectives:

- ↳ **Behavioral outcome**
- ↳ **Publics/Audiences**
- ↳ **Attainment level**
- ↳ **Time frame**



Strategy

**How to reach
your objectives**

**(Seek advantage
or efficiency)**



Tactics/Tools

**Specific ways
to implement
strategies
“Activities” –
the finer details
of tactics**



*D*iffusion Process

**How people
adopt or reject
new ideas**



- 1. Process**
- 2. Complexity**
- 3. Sources of Information**
- 4. Individuals**
- 5. Timeline**



*P*rocess:

- 1. Awareness**
- 2. Interest**
- 3. Evaluation**
- 4. Trial**
- 5. Adoption?**



Complexity:

- 1. Materials**
- 2. Technique**
- 3. Innovation**
- 4. Enterprise**
- 5. Cost factor**



Sources:

- 1. Mass media**
- 2. Govt agencies***
- 3. Neighbors***
- 4. Sales, dealers**

** translate*



Individuals:

- 1. Innovators**
- 2. Early adopters**
- 3. Early majority**
- 4. Majority**
- 5. Nonadopters**



- The acceptance process
- Values and aspirations of the people
- Formal and informal group relationships
- Appropriate use of mass communication
- Sequence and inter-relationship of influences in acceptance of ideas



Timeline:

Not absolute

**Years:
5? 13? 7?**



The Adoption Process and Sources of Information

Awareness	Interest	Evaluation	Trial	Adoption
<i>Has heard of the idea; lacks details</i>	<i>Develops interest; gathers general information and facts</i>	<i>Can I do it? Mental trial; application to personal situation</i>	<i>How to do it? Small-scale, experimental use</i>	<i>Satisfaction; large-scale continued use</i>
<ol style="list-style-type: none"> 1. Mass media: Radio, TV, newspapers, magazines 2. Agencies and experts 3. Neighbors, friends, colleagues 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Mass media 2. Agencies and experts 3. Neighbors, friends, colleagues 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Neighbors, friends, colleagues 2. Agencies and experts 3. Mass media 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Neighbors, friends, colleagues 2. Agencies and experts 3. Mass media 	

*These are the sources of information most people said were important when they were in the various stages of the adoption process, ranked in order of mention. All sources were mentioned in each stage. Note the stages in which one-way communication is effective, and the points at which two-way communication takes over. **Remember that people may reject the idea at any stage.***

Adapted from work of Bohlen and Beal and Special Report No. 15, Iowa State University

Ferne G. Bonomi, Bonomi & Co., Ames IA 5/2003



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Summary, Pattern of Adoption and Influences Fig. 1

Innovators	Early adopters	Early majority	Majority	Laggards
<p>First to adopt new ideas</p> <p>Out in front of others</p> <p>Independent thinkers</p> <p>High net worth</p> <p>Have risk capital</p> <p>Prestige and power</p> <p>Many contacts outside community</p> <p>Many sources of information</p> <p>Not named as source of information by others</p>	<p>Compared to those who follow:</p> <p>Younger</p> <p>More education</p> <p>Participate more in church, school, community organizations</p> <p>More sources of information</p> <p>Avoid untried ideas, but the quickest to use tested ideas</p>	<p>Slightly above average in age, education, experience</p> <p>Medium high economic and social status</p> <p>Active in community groups, but not in leadership roles</p> <p>Respected in own circles</p> <p>Informal leaders</p> <p>Not innovators</p> <p>Most often named as "Neighbors and friends"</p>	<p>Compared to those preceding:</p> <p>Older</p> <p>Less education</p> <p>Less active in community groups</p> <p>Fewer sources of information</p> <p>Rely heavily on influence of early majority</p>	<p>Compared to everyone else:</p> <p>Older</p> <p>Less education</p> <p>Less activity</p> <p>Less information</p> <p>Family ties likely to be very important</p> <p>New ideas may be seen as conflict with teaching of parents, religion, tradition</p> <p>Likely to be non-adopters</p>

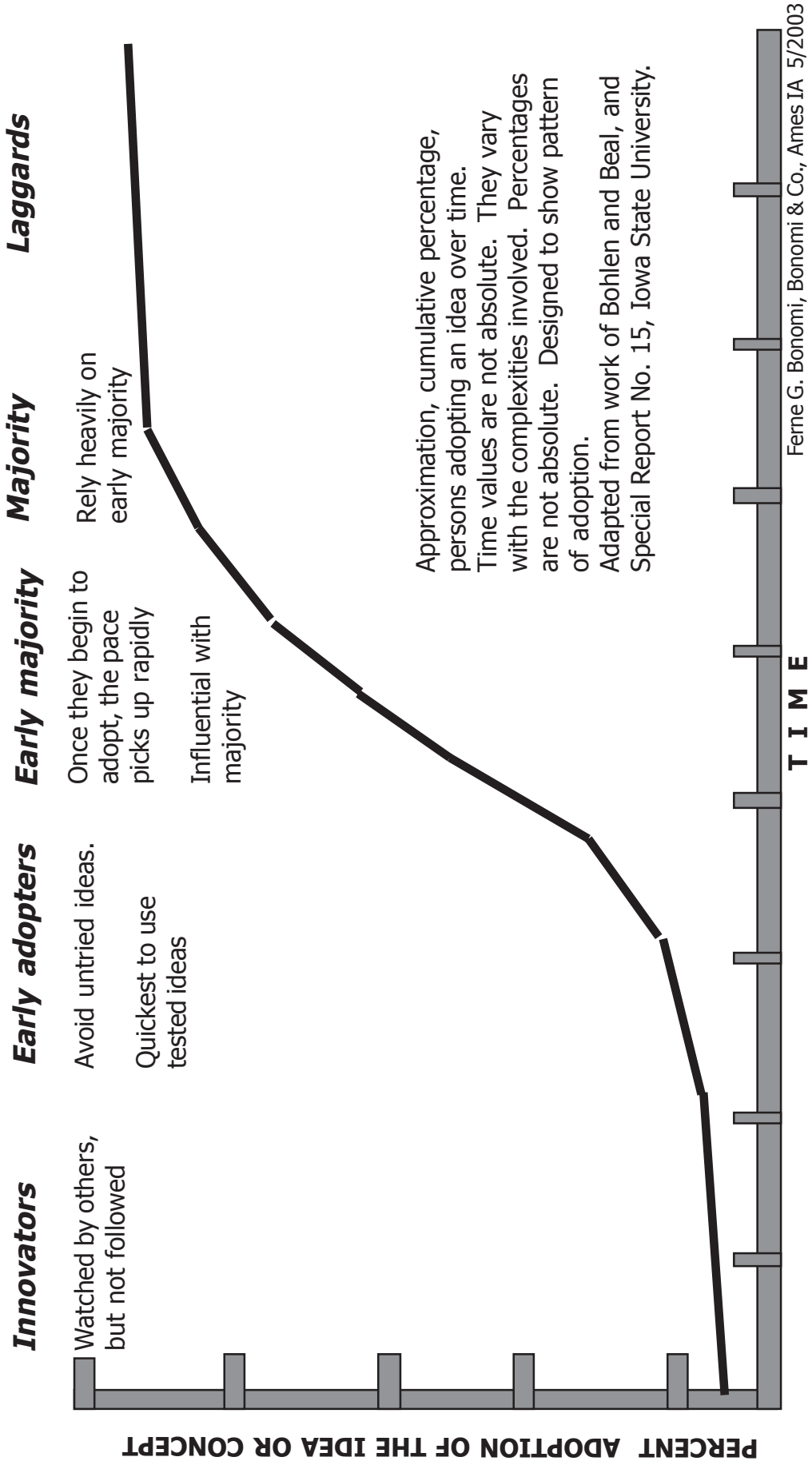
Adapted from work of Bohlen and Beal and Special Report No. 15, Iowa State University

Ferne G. Bonomi, Bonomi & Co., Ames IA 5/2003



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Summary, Adoption Curve and Time Categories Fig. 2



Ferne G. Bonomi, Bonomi & Co., Ames IA 5/2003



*E*lements of libel:

- ↳ **Published?**
- ↳ **Identification?**
- ↳ **Defamatory?**
- ↳ **Damages?**
- ↳ **Fault / malice / negligence?**



Copyright

↳ Why?

↳ When?

↳ How?

↳ What does it cost?



Copyrighted **Work:**

↳ **How much can
you quote?**

↳ **How do you get
permission to
use?**





MEMBER CODE OF ETHICS

VALUES

Advocacy
Honesty
Expertise
Independence
Loyalty
Fairness

CODE PROVISIONS

Free Flow of Information
Competition
Disclosure of Information
Safeguarding Confidences
Conflicts of Interest
Enhancing the Profession

Public Relations Ethics Decision-Making Guide

1. Define the specific ethical issue and/or conflict.
2. Identify internal and external factors (e.g., legal, political, social, economic) that may influence the decision.
3. Identify key values.
4. Identify the parties who will be affected by the decisions and define the public relations professional's obligation to each.
5. Select ethical principles to guide the decision-making process.
6. Make a decision and justify.

PRSA Ethics Contacts

- www.prsa.org/_About/ethics/
- BEPS District Liaisons
 - College of Fellows Advisors
 - Chapter Ethics Officers
judy.voss@prsa.org
212-460-1480

Board of Ethics and Professional Standards (BEPS)



*I*nformation Technology

and

*P*ublic Relations



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Technology and public relations . . .

**“Off the
bookshelf”**



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Your **Credit** **Report** **Goes** **Public!!**



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Web Site Management



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Web Site Management

News **Media**



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Web Site Management

***P*ublic Relations should direct Web content**



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Weblogs “Blogs”



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Jupiter Research Analyst Weblog: Matthew Berk - Microsoft Internet Explorer

Address http://weblog.jupiterresearch.com/analyst/berk/

Jupiterresearch. Analyst Weblog: Matthew Berk
Business Intelligence for Business Results

JULY 22, 2003

UPDATING EVENT #

I've headed out to beautiful Sonoma, CA next week to moderate a power-on search in retail at shop.org. Some of the topics we'll discuss include:

- the relationship between search and navigation
- the relationship between search and merchandising
- how to measure the influence of search on conversion and revenue
- artificiality between customer and company vocabulary
- whether new search technology will can replace/enhance existing catalog technologies

more to come on how the session goes.

Posted by Matthew on 07/22/03

JULY 21, 2003

FAILORED CLASSIFICATION #

Failed Classification. It's hooked. Here's a guide to fail2map, which allows you to browse a sample wire application, or upload your own. They even support IPsec (see ipsec.org).

Endeca pioneered the use of this in a retail context. Now everyone's trying to provide it. It's particularly impressive with the implementation done by iPlanet, which adds NLP to the mix. Fast Search & Transfer also has a great twist on this, using it as one component in a larger suite of so-called "Site Analytics", or SA based on un- and semi-structured data.

What's the magic here? Failed classification is a very powerful mode of discovery, of helping users—traditionally limited to keyword search—learn more about what they are looking for without necessarily knowing it in advance.

The folks at CSC and the IDC have tried to add an exposure to the idea, with their work on Topic Maps (see here). Get this:

"The primary objective of the Topic Maps paradigm is to make everything known about every subject accessible from a single location. The achievement of this Subject Location Uniqueness Objective means that the efficiency with which users can find information is maximized, not only because the subject's single location, once found, acts as a comprehensive catalog of the things that are known about it, but also because the subject's location can be found in terms of any of its relationships to other subjects."

Many thanks to Peter Bell of Endeca, who got me hooked on FC and the work of Ranganathan (1972-1973), etc. More to come!

Posted by Matthew on 07/21/03

JULY 02, 2003

EMERGING EVENT #

an. Just back from a week-long trip to the west coast, CA, Cupertino, SF, Portland. Gave the opening talk at the Emerging event. What a truly great forum. It's organized by Jim Stone, a true gentleman and a scholar. Spoke on my new framework for site management, which I call simply Data-Driven Web Site Management. It's a commitment to the following first principle of operations:

July 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- ARCHIVED**
- July 2003
 - June 2003
 - May 2003
 - April 2003
 - March 2003
 - February 2003

- RECENT ENTRIES**
- opening event
 - Failed Classification
 - Emerging event
 - emerging event
 - Digital Staff Performance

- CATEGORIES**
- analysis
 - bus's alignment
 - blogs
 - content management
 - e-business
 - platforms
 - research
 - retail
 - the web client
 - usability

- OTHER LINKS**
- Other Jupiter Research
 - Analyst Weblogs
 - Jupiter Research Home
 - Jupiter Events Home
 - ClubZ Weblog Event
 - Jupiter Weblog Home
 - Jupiter Client Login
 - Send Feedback

CONTACT US

Jupiter Research is a market research and advisory firm focused on emerging technology and the Internet. Contact us



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e mail Management



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E-mail Management...

*P*ermission Marketing



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E-mail Management...

Remember
subpoena!



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E-mail Management...

*P*ost the **Big Stuff!**



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E-mail Management...

*P***romotion**



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News **groups**



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*R*eleases and Financials



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Attacks and Crises



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*R*ethinking

↳ **Strategy**

↳ **Tactics**

↳ **Finance**

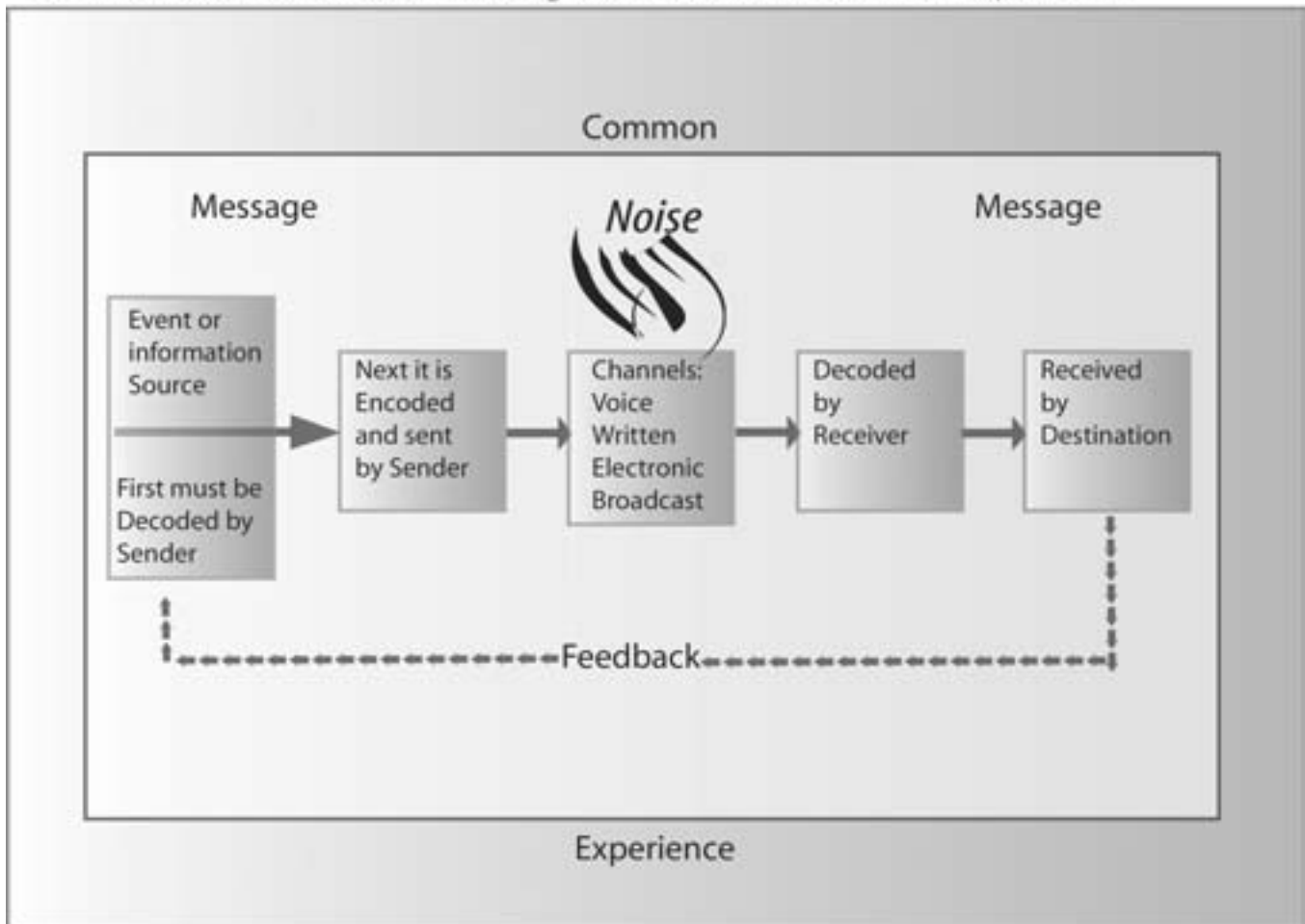


What's happening **TODAY?**



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Communications Process Illustrating Feedback within Common Experience



The Shannon-Weaver Model



Flag of Learning and Liberty



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Informal Research...

Method:

Interviews

Sources:

- ┌ City Council members
- ┌ County Commissioners
- ┌ Chamber of Commerce
- ┌ Other civic leaders

Rationale:

Learn how community leaders feel about the firm; assess attitudes/beliefs of key decision makers and publics.



ILLUSTRATION OF USE OF GANTT CHART

GANTT CHART FOR: (Project) _____

Name: _____

SPECIFY UNITS OF TIME: Months, weeks from startup, or weeks before target date, other suitable unit

TACTICS																			Coord	Spokes	Budget
Benchmark Surveys	●—●																		Contract firm		\$
Focus groups in neighborhoods	●—●																		PR Staff		\$
Focus groups of community opinion leaders	●—●																		Contract firm	Contract facilitator	
Service Club appearances by CEO or vps	●—●								●—●											CEO, VPs	
Monitor phone calls	●								●												Staff
Collect clippings about issue in local press																				PR staff	
Issue "leads" to news media																					
Bring in outside authority for speeches and forum																					\$
Contact "key communicators" for rumor status																					
Maintain call-in line for consumer questions																			IT staff		Need estimate
Follow up with callers																					
Publish frequently asked questions from call-in line with answers, in local free distribution newspapers																					
Repeat benchmark surveys																					
Focus groups in community to assess change																					
Forgot something? You can put it in out of order																					



*E*valuation

Look at your objectives:
What can you measure?

- ↳ Change in behavior?
 - ...awareness?
 - ...attitude?
- ↳ Attainment level?
- ↳ Time frame?



*P*ublics



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