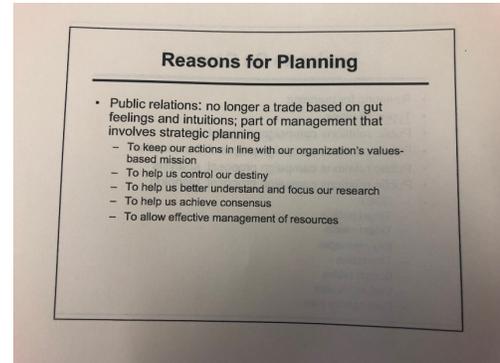


## An introduction into the world of strategic Public relations

The difference between PR strategies and tactics and advertisements

By Daniel Ryan Carr

Advertising and PR are very similar, but they are not the same thing. Advertising is used when a company is trying to achieve more sales. Public Relations is used to achieve results through earned media. Earned media is obtained anytime a company releases information to the public through tactics such as news releases and a media outlet such as the Dallas Morning News or USA Today write a story on it. A company that is prime example is Disney. Disney wrote a [News Release](#) about donating \$1 Million to relief and recovery efforts in the Bahamas. Multiple news outlets picked it up such as Fox 4, [people.com](#), [the.hill.com](#), and ABC 7 among others. When a news outlet takes a News Release and chooses to publish it, it is called earned media.



A Powerpoint slide detailing the reasons for planning in PR. Source: Dr. Fuse Powerpoint – JOUR 3400

### How can strategic PR help?

Strategic public relations allow clients and professionals to integrate public relations tactics into an overall communications plan. Strategic PR obtains this through measurable objectives in traditional media, earned media, social media, and reputation. Strategic PR involves using tactics to obtain goals. Goals such as earned media like positive coverage on TV, articles in a newspaper, or posts on social media. To obtain these goals, organizations use PR tactics to get their message out to the world and to audiences that they select.

Tactics used in PR campaigns and by PR professionals vary based on their audience. For example, an organization wanting to target their employees would use items such as face-to-face meetings, newsletters, magazines, videos (training), bulletin boards, speeches, the intranet, email, instant messaging, and events. Organizations that want to target publics would use tactics such as news releases, fact sheets, media advisories, media kits, pitches, and sound bites. Most of those tactics involve using outside media sources such as newspapers, radio, news TV stations, the internet, and social media.



Two boys practice one of the four elements of communication. Source: Textbook

### How is strategic PR valuable?

Strategic PR is valuable because it limits the need for crisis communication and can often divert disasters. Strategic PR means you took the time to evaluate the situation and didn't rush hastily into a decision or campaign. An example of a company not using strategic PR to its advantage would be Arby's. Arby's ran an

advertisement designed at attacking Subway. The backstory to this is that Subway had a factory in Iowa pre-slice its meat before shipping it to stores across the country. Arby's ran an attack advertisement that said they slice their meat fresh, every day in the store, and don't have a factory in Iowa do it. While they weren't wrong for running the ad, it just seemed distasteful. The Iowans felt attacked by it and they didn't end up attacking Subway they attacked their customer base. Had Arby's used strategic PR and took a few steps back to look at the bigger picture, they would have realized that running that advertisement might not be the best idea and found a better way to convey their message.

The way to establish the value of a strategic PR campaign is based off of the goals you are trying to achieve through it. For example, let's say there is a natural disaster going on such as a tornado and your company wants to help the victims rebuild so the news station does a story on it. If your goal was brand recognition and for more people to know about you, then you accomplished that by having a story written on your company's efforts to help the community rebuild. Strategic PR helps with tangible results.

About Daniel Ryan Carr:



Daniel Ryan Carr is a public relations major at the University of North Texas. He is also on staff at Denton Bible Church where he is responsible for office administration and communication. Ryan is also responsible for managing and leading students and leaders at DBC and was previously on staff at his high school newspaper.

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