

DORSEY  
COMMUNICATIONS

PR 101: Understanding the  
Power of Public Relations

Kimberly Dorsey Bronow, President  
Dorsey Communications LLC

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### ABNS Fall 2020 Conference

**Learning Objectives:**

- Define the goals and scope of strategic public relations.
- Differentiate between public relations and marketing.
- Assess how to build and grow your certification board's PR capacity.



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*"Hold everything! The PR department just sent over this chart."*

CartoonCollections.com

With permission from CartoonCollections.com

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**What is strategic PR?**

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

— *Public Relations Society of America*

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**Overarching Goals of PR**

- Inform & Educate
- Build Relationships
- Do Good

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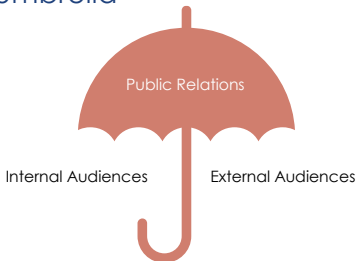
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**The PR Umbrella**



Internal Audiences      External Audiences

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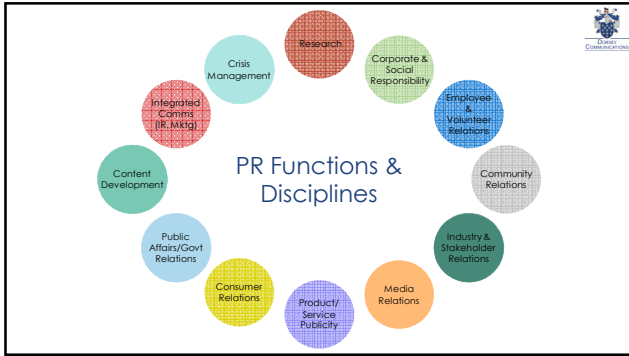
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### Public Relations vs. Marketing: What's the Difference

Marketing = Eye on revenues      PR = Eye on relationships + impact






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### Public Relations vs. Marketing: What's the Difference

<p><b>Advertising (Marketing)</b></p> <ul style="list-style-type: none"> <li>• Paid, more expensive</li> <li>• Builds exposure</li> <li>• Audience is skeptical</li> <li>• Guaranteed placement</li> <li>• Complete creative control</li> <li>• Largely visual</li> <li>• "Buy this product/service"</li> </ul>	<p><b>Media Relations (PR)</b></p> <ul style="list-style-type: none"> <li>• Earned, less expensive</li> <li>• Builds trust</li> <li>• 3<sup>rd</sup> party validation</li> <li>• No guarantees</li> <li>• Media controls final version</li> <li>• Mostly language</li> <li>• "This is important"</li> </ul>
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### Public Relations vs. Marketing: What's the Difference

- Marketing focuses on market trends, buyer behavior
- PR focuses on creating awareness, relationships across a broad range of internal and external audiences
- Marketing ROI is immediate and apparent
- PR ROI takes time and is much harder to measure
- **When it comes to creating a successful brand, both are best when used together**

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### How to Build & Grow Your PR Capacity








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### What is strategic PR?

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*— Public Relations Society of America*

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**The Wise Question Approach**

- Avoid the Good Idea Trap
- Instead, ask: **To what end?**




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**The Wise Question Approach**

1. Which organizational/business goal(s) are you aiming to impact?
2. Who are your priority audiences? How are you connecting with each of them?
3. What's in it for them? How do they roll?
4. What are your messages? How are they relevant to each audience?
5. How will you create and sustain listening and engagement?




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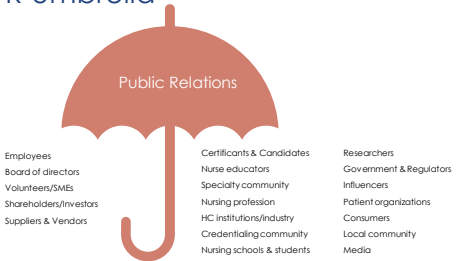
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**The PR Umbrella**



Employees	Certificants & Candidates	Researchers
Board of directors	Nurse educators	Government & Regulators
Volunteers/SMEs	Specialty community	Influencers
Shareholders/Investors	Nursing profession	Patient organizations
Suppliers & Vendors	HC institutions/industry	Consumers
	Credentialing community	Local community
	Nursing schools & students	Media

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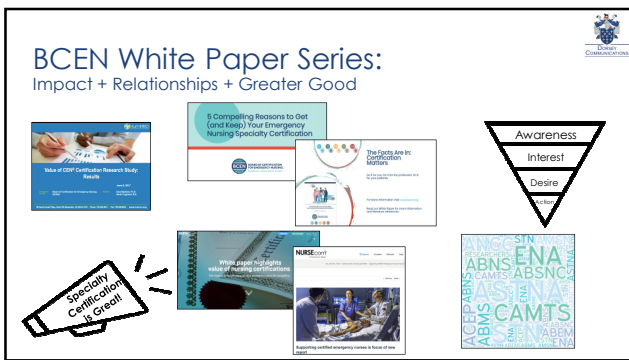
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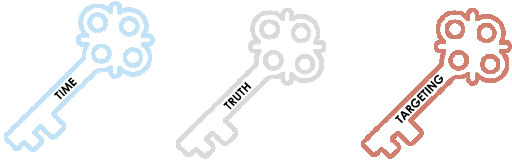
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### 3 Keys to Effective PR



The slide features three keys arranged horizontally. The first key is light blue and labeled 'TIME'. The second key is light grey and labeled 'TRUTH'. The third key is red and labeled 'TARGETING'. Each key has a decorative, multi-lobed head. A small logo is in the top right corner.

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### Learning Objectives

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### Business Case for Strategic PR

"If I was down to my last dollar,  
I would spend it on PR."  
- Bill Gates

Rethinking Public Relations: PR  
Propaganda and Democracy by  
K. Moloney, 2006

"A good PR story  
is infinitely more effective  
than a front-page ad."  
- Richard Branson

Reagan's PR Daily by  
R. Royner, 10/9/2015



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## The Power of PR

"I believe that the primary value of public relations is a simple one ... concern for others as well as ourselves. It is reflected in what I have called the symmetrical model of public relations, which suggests that public relations should strive to balance the interests of publics with the interests of the organization.

Research also shows that organizations that interact with their publics responsibly are also the most successful. In addition, symmetrical public relations helps society at large by improving parts of the web of relationships that makes up society."

*— James E. Grunig, PhD*

University of Alabama, The Plank Center for Leadership in Public Relations, [Logos from Legends in PR Series](#)

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## Thank you for listening.

[kimberly@dorseycommunications.com](mailto:kimberly@dorseycommunications.com)  
<https://www.linkedin.com/in/kimberlydorseybrown/>

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