

# DO YOU WORK HARD OR DO YOU WORK SMART?

Dissemination of knowledge

- Good public relations are important for organizations, because they attract successful colleagues and students, earn money for research and maintaining legitimacy in the public./.../ (Nelkin, 1995: 130);
- At present, most research organizations do not have adequate knowledge, experience and, above all, financial resources to establish a public relations service. At the same time, we must note that the largest and most famous (CERN, NASA) scientific and research organizations have large and organized public relations services.

## Public relations in scientific and research organizations

Media is the communication channel through which most individuals face science and scientific research.

Or as Nelkin says (1995: 2):

*For most people, the scientific reality is what they read in the press. People understand science primarily through a journalistic writing filter, rather than with a direct experience or knowledge acquired in the past.*

**Does your project have positive impression or positive impact?**

Do you count views and likes or saved lives and impact?

**Do you shape society?**

Don't create campaign, solve things! Your work and voice matters!

# Goodvertising – Sustainable Development Marketing



## **Thomas (1996) suggested that PR administrators should consider the following rules:**

- Use clear and simple language that stakeholders can understand;
- Frame essential questions that initiate and guide dialogue;
- Promote the right to disagree and manage disagreements by promoting civility, rather than by refusing to deal with conflict (also establishes dialogue);
- Use language that promotes community ownership (we are, we have, our society...avoid divisive pronouns such as their or they);
- Take advantage of existing communication resources.

## Recognizing the complexity of civic engagement

*Each tool has the potential to improve PR programming,  
each can generate serious problems if not constructed and  
managed properly!*

- Kowalski, 2011

## PR tools

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*Disseminating information is not synonymous with communicating (Ubben, Hughes & Norris, 2004), and communicating with all publics in the same way usually is not effective (Watts & Tutwiler, 2003)*

## Disseminating vs. Communicating

## **Administrators should know the stakeholders with whom they need to cultivate relationships (Richardson, 1997):**

- **Internal publics** (i. e. groups within the organization, such as teachers and students);
- **External publics** (groups outside the organization, such as NVOs, research agencies);
- **Media publics** (e. g. reporters and editors);
- **Regulatory publics** (e. g. governmental agencies that have authority to affect schools and research centres).

# Identifying and Analyzing Publics



## **Management Information System should have following characteristics (Haag and associates, 2005):**

- **It must be timely.** Data are made available when they are needed and they are continuously updated to ensure they remain relevant.
- **It must be accessible.** Stakeholders who need to use the data are able to access them.
- **It must be usable.** Data provided are valid, accurate, and presented in a form that is understood by intended users.
- **It must be multidirectional.** Data are able to move downward, upward, and horizontally in a school/research centre and from the school/research centre outward to community and vice versa.

# Management Information System

*Effective school leaders see technology not only as a tool for transforming teaching and learning (e. g. Baily, 1996), but also as a vital resource for building relationships.*

- Whitehead, Jensen & Boschee, 2003

## Building Relationships

*Behaviour contributing to efficiency usually stifles innovation, and without innovation, organizations usually become ineffective.*

# Innovation is a Need



## OUR REACH



The faculty website records **5.500 active users** and more than **132000 views** monthly



LinkedIn - **2.573 followers**



Facebook - **6.659 page likes** and **6.566 active followers**



Instagram - **1049 followers**



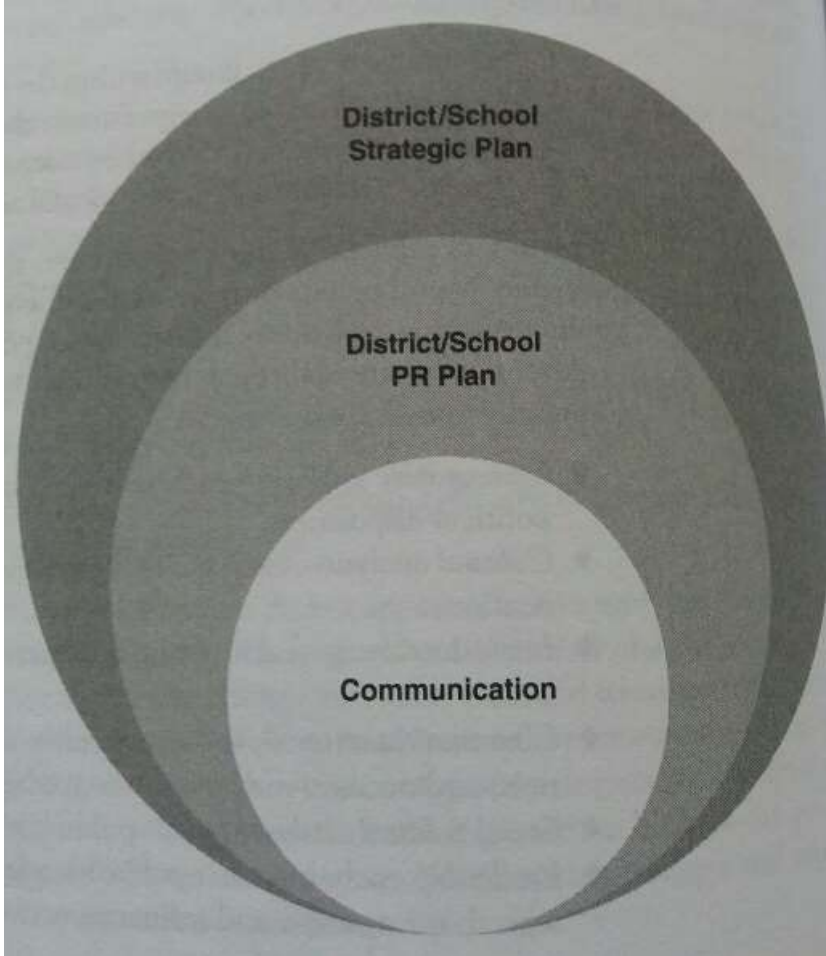
Twitter - **1.321 followers**



**1000+ mentions** in traditional and digital press yearly

# Knowledge transfer

## In touch with the Society



For instance, administrators may decide to add the goal of producing at least one positive story monthly over the course of the next year.

Ideally communication is addressed as a part of a PR plan that is an extension of an institutional strategic plan.

# Positive Stories

## Good news network

Question	Relevance
What has been the history of media relations?	Discovering the past so that ideal and real performance can be compared
What media have a primary interest in the schools?	Identifying the media that have the most contact with and the greatest impact on schools
Which journalists are assigned to cover schools?	Identifying reporters who have the most contact with and the greatest impact on schools
What messages need to be delivered?	Setting goals based on identified needs
What are the interests and goals of the targeted media?	Selecting strategies that maximize opportunities for desired coverage
What do targeted media deem newsworthy?	Informing staff of the areas that are likely to receive coverage
Who will assume management of the plan?	Identifying one individual who assumes overall responsibility for implementation and who serves as a resource person to other administrators
Who will receive or use the media relations plan?	Ensuring that the plan is written appropriately for those who use and are affected by it
How often will the plan be revised?	Ensuring that the plan is evaluated and that goals and strategies are revised periodically

# Kye Questions for Developing a Media Relations Plan

## **Communication and the organization of research organizations can be improved in two ways:**

- One is the establishment of a project office, which becomes a service for the transmission of information, the processing of scientific texts into media texts and the presentation of projects (this option is usually led by a lack of financial resources);
- In the long term, it is more appropriate to employ or train staff within the organization: the introduction of a communication, media and managerial expert who will be responsible for PR (and maybe also search for projects).

## Organizing Media Relations

**The premise that a scientific-research organization needs to arrange a place for a PR expert is based on:**

- Scientists are too busy with scientific research and do not have time to deal with managerial and PR tasks;
- Scientists are not managers and do not know to whom and how to offer research results.

## Need of PR expert



- An ideal model of conducting relations with the media of a scientific organization contains an ethical, related and technical component;
- Communication must be fair, reliable and not mislead;
- Messages must be bidirectional (they must run from organizations to media and vice versa);
- Messages must be provided in time in a comprehensible and interesting way to attract media audiences;
- We need to establish a partnership with the media, through reliability and correctness, professionalism;
- In the public we need to awaken confidence in the rationality and importance of science;
- This can be achieved by making the media a messenger of our creativity for the common good.

## Conclusions

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*Building a positive image, producing political support, securing economic resources, and identifying new and changing needs are cogent objectives.*

- Gonerig, 1997

*The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.*

- Martin Luther King, Jr.



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## **THE WORLD IS NOT BLACK AND WHITE.**

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