

Why Public Relations Matters

Public Relations Committee

California Association of
Nurse Anesthetists

Learning Objectives

1. Define public relations
2. Discuss how public relations differs from...various aspects of the business plan
3. Describe the history of public relations
4. Outline our target audiences and how we can reach them
5. Summary

Objective #1 – Define Public Relations

- Public relations is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its publics.
- British Institute of Public Opinion

Visible Keywords

- Deliberate – Public relations is intentional.
- Planned – Public relations activity is organized.
- Sustained effort - Public relations is a continuous process.
- Establish – Public relations seeks to achieve acceptance for the organization

Visible Keywords...

- Mutual understanding - Public relations is effective in changing people's attitudes and behaviors in order to further an organization's goals and objectives.
- Public – The public that each organization targets to build a relationship.
- Public interest – Public relations should be mutually beneficial to the organization and its specific publics.

Invisible Keywords...

- Public Relations Ambassador – A person, as an agent or member of an organization, that creates the bridge between an organization and its specific publics.
- Performance based– Public relations activity is sustained and strives to establish and maintain mutual understanding.

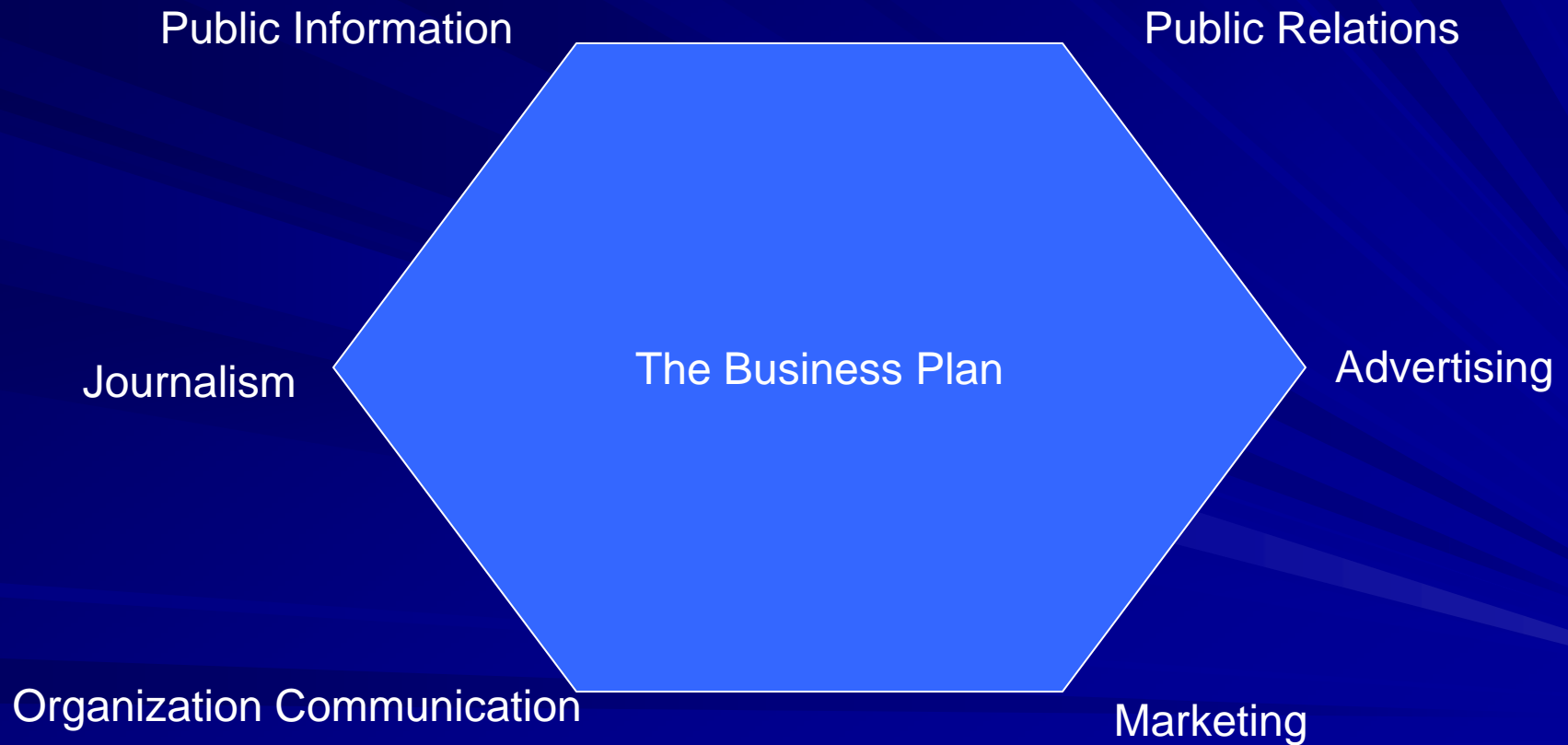
Invisible Meanings...

- Two-Way Communication – Public relations is not a one-way dissemination of information. Public relations is an interactive process that grasps public sentiment.

Objective #2 – Discuss How Public Relations Differs From...

- Public Information
- Organization communication
- Advertising
- Marketing
- Journalism

The Overview



Public Relations Differs From Public Information

- Public Information – is the dissemination of information using one-way communication.
- Public Relations is an interactive process the involves two-way communication.

Public Relations Differs From Organization Communication

- Organization Communication – is the dissemination of information using one-way communication via media (radio, brochures, etc.).
- Public Relations – is an interactive process via two-way communication by a Public Relations Ambassador.

Public Relations Differs From Advertising

- Advertising – is the deliberate use of paid space or broadcast time in articles of mass media such as newspaper, radio, or television.
- Public Relations – does not require the use of paid space or broadcast time. Public relations relies on a number of communication tools such as brochures, PowerPoint presentations, speeches, etc. by a Public Relations Ambassador.

Public Relations Differs From Marketing

- Marketing – is concerned with customers and selling products and services using persuasive intentions via mass media such as newspaper, radio, or television.
- Public Relations – is the sustained process whose goal is to establish and maintain positive relations with its audience.

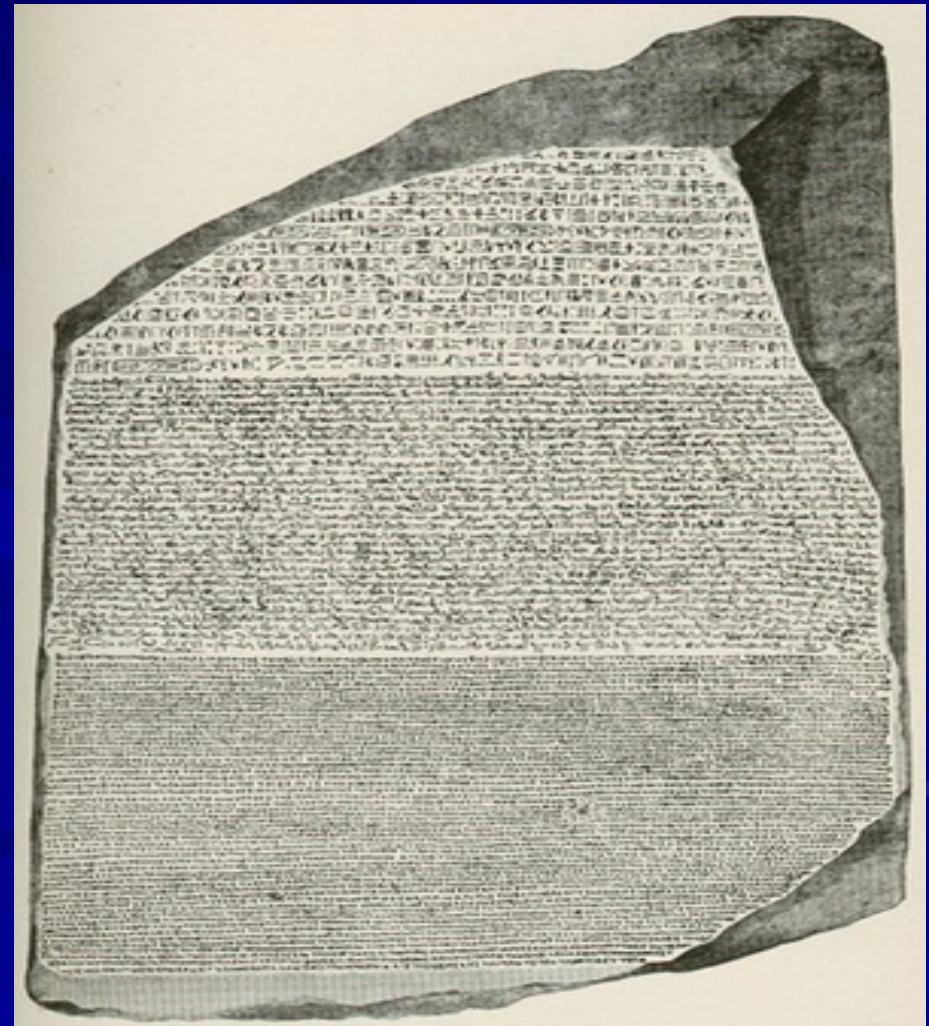
Public Relations Differs From Journalism

- Journalism – is the one-time, intermittent, or varied one-way transmission of news and information to a mass audience.
- Public Relations - is the sustained, deliberate, two-way communication effort to develop mutual understanding between an organization and its specific publics.

Objective #3 – Describe The History Of Public Relations

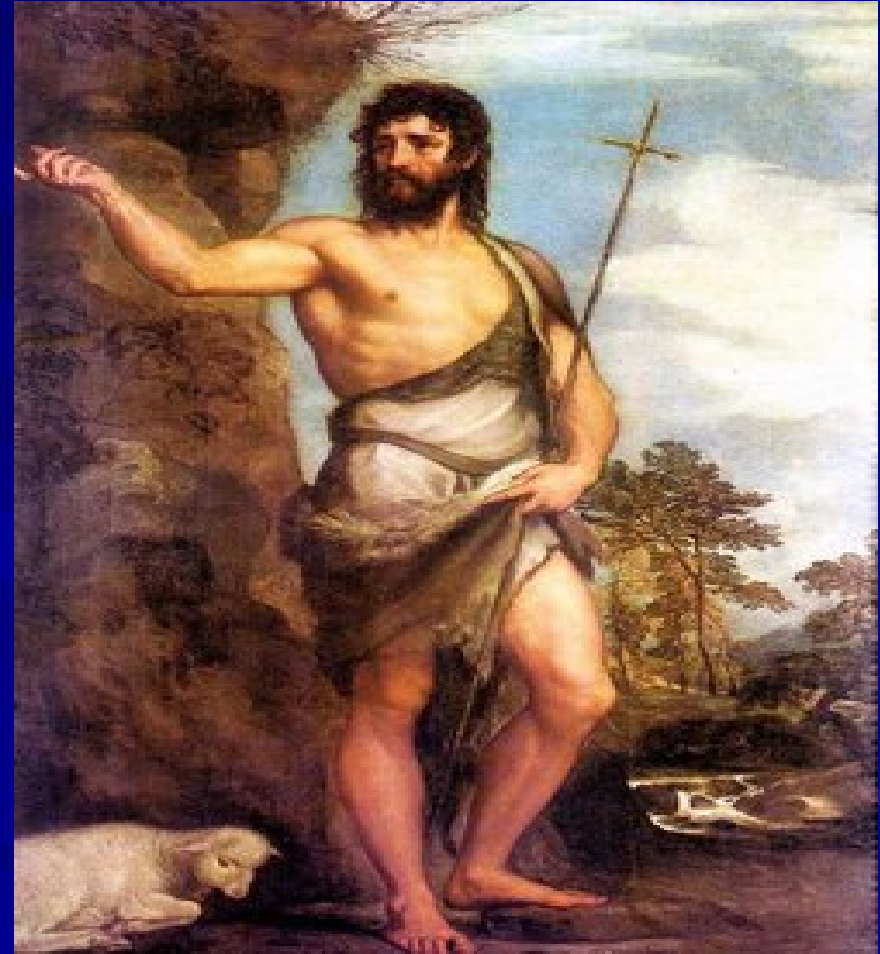
- 5000 years ago, Ptolemy V had the Rosetta Stone produced as a publicity release for his reign. Later it was used by scholars to break the Egyptian Hieroglyphic code.

■ Courtesy: Michael Delahunt of Artex



PR History....

- 2000 years ago, St. John the Baptist was the public relations ambassador for Jesus of Nazareth.



■ Courtesy: Wikipedia.org - image is public domain.

PR History...

- 1000 years ago, Pope Gregory XV established the College of Propaganda to train priests to propagate the Catholic Faith.



■ Courtesy: Wikipedia.org – image is public domain.

PR History...

- 500 years ago, Ponce De Leon and his men told stories of the the Fountain of Youth to entice travelers to come to the New World.



■ Courtesy: Wikipedia.org – image is public domain

Modern Public Relations

- P. T. Barnum is the Father of Public Relations. P. T created bizarre, mesmerizing sideshows to bring circus goers into the big tent. It was the birth of the “PR stunt.”

■ Courtesy: Wikipedia.org – image is public domain.



Objective #4 – Outline Our Target Audiences And How We Can Reach Them

1. Hospital Staff

1. RNs/LVNs/Nursing Assistants
2. MDs
3. Scrub Technicians
4. X-Ray Technicians
5. Housekeeping

2. Hospital Administration

1. CEO
2. COO/CNO
3. CFO
4. Office Managers

3. Public

1. Future and Present Patients

How To Reach Them #1

- Present the characteristics that makes CRNAs unique: Eight Pillars of Nurse Anesthesia Care
 - Vigilance
 - Respect
 - Compassion
 - Responsiveness
 - Patience
 - Knowledge
 - Communication
 - Active-listening

How To Reach Them #2

- Introduce yourself as a CRNA at the beginning of every patient interaction.

How To Reach Them #3

- Present Your Card With Pride
 - Offer each patient a business card printed from the California Association of Nurse Anesthetists.

Jana Doe, CRNA
123 Hospital Lane
Anywhere, CA 90000

714/555-1234
FAX 714/555-5678
j_doe@hotmail.com



A Proud Member of the
CALIFORNIA ASSOCIATION OF NURSE ANESTHETISTS
www.canainc.org

Certified Registered Nurse Anesthetists (CRNAs) are anesthesia specialists who administer anesthetics to patients undergoing surgical, obstetrical or other operative procedures. CRNAs provide 65 percent of the more than 26 million anesthetics administered yearly in the United States.

How To Reach Them #4

- Give your business card to every surgeon that you work with as a professional courtesy and so that they know how to spell your name correctly when they dictate the case.

How To Reach Them #5

- Follow each anesthetic with a postoperative visit, phone-call, or letter reiterating your services and interest in the patient's well-being.

How To Reach Them #6

- Take advantage of speaker opportunities:
 - Community speaker bureau
 - Service clubs
 - Churches
 - Schools
 - Hospital in-service or staff education
 - Preoperative and postoperative visit

How To Reach Them #7

- Support and maintain your membership with the California Association of Nurse Anesthetists and the American Association of Nurse Anesthetists.
- For \$495 per year or \$1.36 per day you purchase “practice insurance”.

Objective #5 - Summary

- Public Relations is a strategic business tool when used properly by the public relations ambassador to advance their personal professional practice while at the same time advancing the goals of the California Association of Nurse Anesthetists and the American Association of Nurse Anesthetists.

Parting Words....

“Far and away the best prize that life has to offer is the chance to work hard at work worth doing.”

Theodore Roosevelt, 26th U. S. President

References

- Wilcox, D. L., Cameron, G. T., Ault, P. H., and Agee, W. K. (7th ed.) 2005. Public Relations: Strategies and Tactics. Pearson Education; New York.