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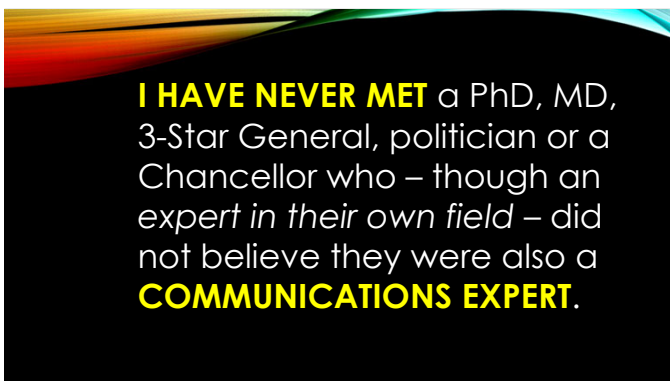
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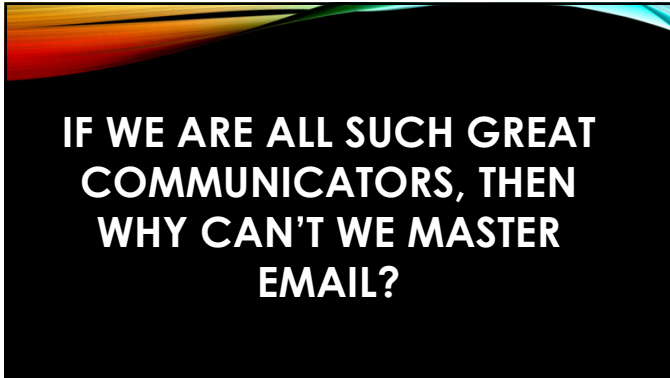
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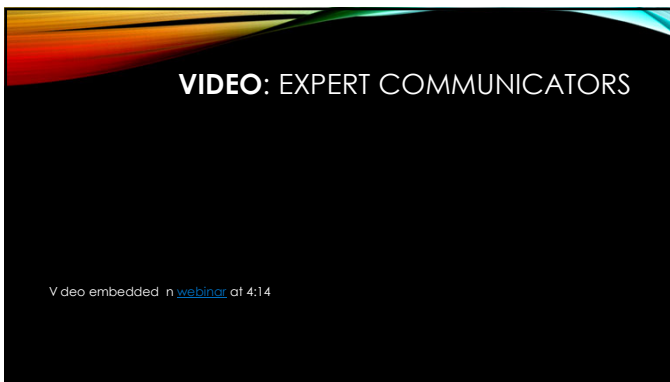
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## PUBLIC RELATIONS

**pub·lic re·la·tions**  
 /'pʌblɪk rə'liːʃnz/

*noun*

the professional maintenance of a favorable public image by a company or other organization or a famous person.

- the state of the relationship between the public and a company or other organization or a famous person.

"companies justify the cost in terms of improved public relations"

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## STRATEGIC COMMUNICATIONS

Scholars and communication professional have adopted strategic communications as an umbrella term meant to include a variety of communication-relation professions, such as public relations, brand communication, advertising, and more. Although the term is not new, scholars have only recently examined it as a cohesive paradigm. Hallahan et al. (2007) defines strategic communication as "the purposeful use of communication by and organization to fulfill its mission" (p. 3). It is multidisciplinary in that it draws from a variety of methods and subject areas.

HOW A CERTAIN SET OF AUDIENCE ATTITUDES, BEHAVIORS, AND PERCEPTIONS SUPPORTS YOUR ORGANIZATION'S OBJECTIVES...

IS WHAT MAKES

**COMMUNICATIONS...STRATEGIC!**

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## CRISIS COMMUNICATIONS

A crisis is defined here as a significant threat to operations that can have negative consequences if not handled properly. In crisis management, the threat is the potential damage a crisis can inflict on an organization, its stakeholders, and an industry. A crisis can create three related threats: (1) public safety, (2) financial loss, and (3) reputation loss.

**Effective crisis communications handles the threats sequentially.**

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**DISASTER COMMUNICATIONS**

**Communication** during and immediately after a **disaster** situation is an important component of response and recovery, in that it connects affected people, families, and communities with first responders, support systems, and other family members.

**IF YOU DON'T HANDLE A CRISIS WELL, THEN YOU'LL HAVE A DISASTER ON YOUR HANDS.**

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**ALL COMMUNICATIONS SHOULD BE TARGETED**

Stakeholders versus Audiences

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**STAKEHOLDERS & AUDIENCES**

**Audiences** are the receivers of messages... Our job as the **audience** is to **observe** the performance, not to participate in it.

**Stakeholders**, on the other hand, are groups or individuals who are **directly impacted** by the decisions and actions of an organization or company.

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**BEFORE YOU CRAFT ANY MESSAGES... YOU MUST WRITE OUT AND DEFINE YOUR TOP THREE AUDIENCES AND YOUR TOP THREE STAKEHOLDERS. PRIORITIZE ACCORDING TO:**

- ▶ INDIVIDUALS
- ▶ GROUPS OF PEOPLE
- ▶ ORGANIZATIONS

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**THE SECRET TO STRATEGIC COMMUNICATIONS IS THE SAME AS POLITICS...**





**IF ALL POLITICS ARE LOCAL, THEN YOUR MESSAGING SHOULD BE TARGETED LOCAL, TOO.**

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**CASE STUDY: FINANCIAL DISASTER FOLLOWS GLOBAL HEALTH CRISIS**

Market/Index	2019 Close	Prior Week	As of 3/20	Weekly Change	YTD Change
DJIA	28,538.44	23,185.62	19,173.98	-17.30%	-32.81%
Nasdaq	8,972.60	7,874.88	6,879.52	-12.64%	-23.33%
S&P 500	3,230.78	2,711.02	2,304.92	-14.98%	-28.66%



**BY THE END OF THE DAY ON FRIDAY MARCH 20, 2020, THE AMERICAN STOCK MARKETS WERE IN A FREEFALL, DEATH SPIRAL AS FEAR AND HUMAN SUFFERING TOOK ITS TOLL AROUND THE GLOBE.**

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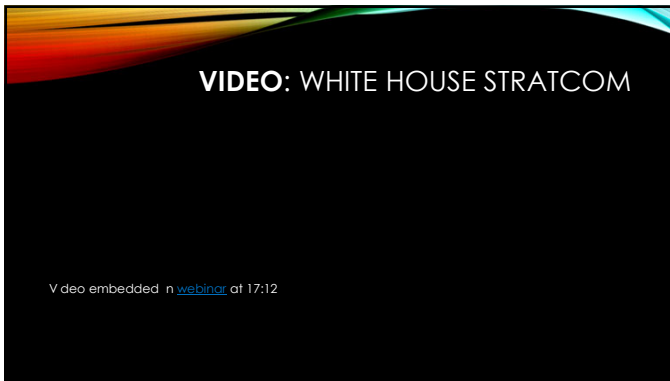
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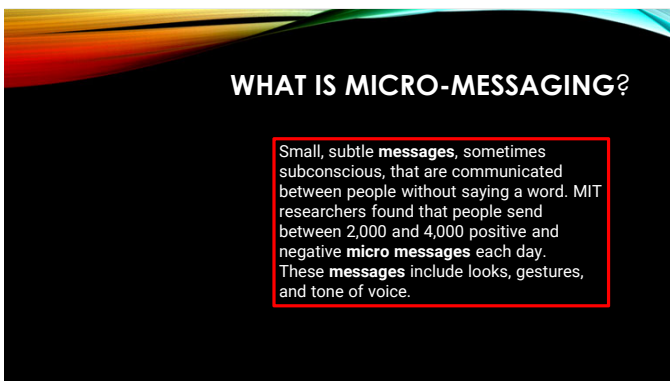
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### WHAT IS MASS MARKET MICRO-MESSAGING?

Mass market micro messaging has come to refer to **marketing** strategies which are variously customized to either **local markets**, to different **market** segments, or to the individual customer. Micromarketing is a **marketing** strategy in which **marketing** and/or advertising efforts are focused on a small group of tightly targeted consumers.

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### SO, HOW COULD WE "MICRO-MESSAGE" THE MASS MARKET AUDIENCE OF THE GENERAL PUBLIC WITH A MESSAGE THAT:

- 1)ADVANCES AND SUPPORTS **THE ETHICAL USE OF ANIMALS IN RESEARCH**, AND ALSO
- 2)IMPROVES THE **PUBLIC PERCEPTION** OF ALL ANIMAL RESEARCH.

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### 89.7 million dogs

According to a **pet owners survey**, there were approximately 89.7 million **dogs** owned in the **United States in 2017**. This is an increase of over 20 million since the beginning of the survey period in 2000, when around 68 million **dogs** were owned in the **United States**. Nov 27, 2019

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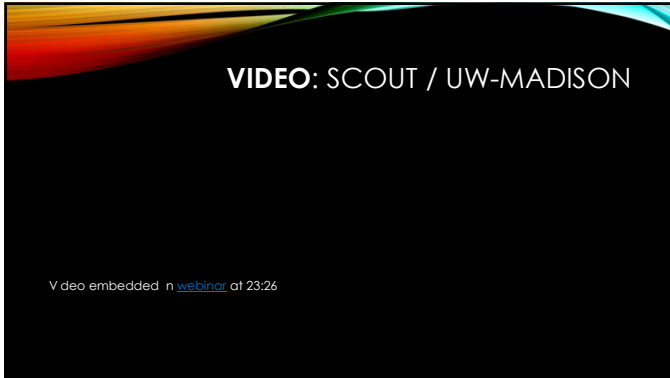
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**FOUR TIPS FOR SUCCESSFUL MESSAGING**

- 1) ALWAYS START WITH THE **HUMAN CONDITION** NOT THE ROLE OF ANIMALS
- 2) TARGET **LOCALLY** HOW MANY PEOPLE SUFFER WITH "X" IN YOUR CITY / IN YOUR STATE. BE THE MEDIA'S GO TO SOURCE IN YOUR LOCAL AREA FOR THE "X" CONDITION YOU'RE DOING RESEARCH ON
- 3) IT'S ALL ABOUT **HOPE** PAINT THE PROGRESS MADE ON THE CANVASS OF HOPE FOR TOMORROW
- 4) REALIZE NOW THAT ONCE A DRUG, THERAPY OR DEVICE IS APPROVED BY THE FDA, **NO COMPANY IS EVER GOING TO CIRCLE BACK AND THANK** ANIMALS FOR THE ROLE THEY PLAYED IN THAT DISCOVERY. IT DOESN'T SELL.

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**NIH** National Institutes of Health  
Office of Laboratory Animal Welfare

**A 2020 VISION:  
STRATEGIC COMMUNICATIONS  
AND MICRO-MESSAGING**

Paul Pablo McKellips  
Strategic Communications Director  
PaulMcKellips77@gmail.com  
US Army

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**NIH** National Institutes of Health  
Office of Laboratory Animal Welfare

**AVMA GUIDELINES FOR THE EUTHANASIA  
OF ANIMALS: 2020 EDITION**

OLAW Online Seminar  
September 10, 2020

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