Fashion Public Relations

Gerald J. Sherman and Sar S. Perlman
Sherman & Perlman LLC, Public Relations & Integrated Marketing

Fairchild Books
New York
**Extended Contents**

Preface xix
Acknowledgments xxi

Part I: Public Relations Fundamentals 1
Chapter One: The Real World of Fashion Public Relations 3
   Objectives 4
   The Real World of Fashion Public Relations 6
   Fundamental Terms 10
   Public Relations vs. Advertising and Promotion 12
      Sources of Unbiased Information 12
      Image Advertisements and Calls to Action 13
      Why Is Public Relations Important? 15
      The Complexity of Public Opinion 16
         No Image = Bad Image 16
   Public Relations Myths 17
   Integrity in Public Relations 18
   The Benefits of Public Relations 19
   Chapter Summary 21
   Key Terms 22
   Chapter-End Questions and Exercises 22

Chapter Two: Public Opinion and the Media 26
   Objectives 27
   What Is Public Opinion? 27
E X T E N D E D   C O N T E N T S

Historical Background 30
Psychological Perspective 31
Public Opinion's Effects on Business 33
  Customer Purchasing Decisions 33
  Business Effects 34
What Shapes Public Opinion? 35
  Hadley Cantril's Laws of Public Opinion 36
  The Media 37
  Celebrities and Community Leaders 37
  Family and Friends 37
  The Product 37
  The Company's Communications 38
Proactive Shaping of Public Opinion 38
  Soliciting Media Exposure 40
  Word of Mouth 41
  Advertising, Public Relations, and Promotion 41
  Ethical Issues 42
The Media 43
  Media by Medium 45
  Media by Type 46
The Roles of the Media 47
  Informing the Public 47
  Unbiased Reports 47
  Bringing the Community Together 47
Those Involved in Public Relations 49
  Vice President for Marketing 49
  Public Relations Director 50
  Vice President for Sales 51
  Company Employees 51
Chapter Summary 53
Key Terms 54
Chapter-End Questions and Exercises 54

Part IV: Setting Up a Public Relations Campaign 57
Chapter Three: Defining Public Relations Audiences 59
  Objectives 60
Step 8: SWOT Analysis—What Are Our Strengths, Weaknesses, Opportunities, and Threats? 104
Step 9. Consider Potential Positive and Negative Outcomes 105
Step 10. Identify the Public Relations Message—What Do We Want to Say in this Message? 106
Step 11. Establish the Budget 106
Step 12. Determine the Methods for Reaching the Goals 106
Step 13. Choose Who Will Implement the Campaign 107
Step 14. Determine How to Deliver the Message 117
Step 15. Determine How to Measure the Performance 117

Chapter Summary 117
Key Terms 118

Chapter-End Questions and Exercises 119

Chapter Five: Formulating, Modifying, and Selecting Public Relations Methods 120

Objectives 121

The Public Relations Method 121

Media Public Relations Methods 122

The Product News Method 122
The Company News Method 123
The Current News Event Method 125

Community Public Relations Methods 125

Partnerships with Nonprofit Organizations Method 126
Cause-Related Activity (CRA) and Celebrities Method 130
The Special Event Method 131

Grassroots Public Relations Methods 131

The Word-of-Mouth (WOM) Method 133
The Web Logs (Blogs) Method 134
The Corporate Sponsorship Method 134
Public Relations Flanked by Promotional Marketing Method 138

Out-of-the-Box Methods 138

Factors that Shape Public Relations Methods 139

Potential for Media Exposure 143
Return on Investment (ROI) 144
Resources 144

Chapter Summary 144
The Business Relationship vs. Marriage 233
The Right Side of the Fence 236

Creating the Relationship 236
Paper-People and People-People 236
Building a Common Ground 237

Developing the Relationship 239
Keeping Up with the Reporter’s Current Work 239
Relationship-Building Communications 241
Ethics and Relationships 242
Availability for Comment 243
Performance 247

Chapter Summary 251

Key Terms 251

Chapter-End Questions and Exercises 252

Chapter Ten: Community Relations and Nonprofit Organizations 253

Objectives 254

What Is Community Relations? 254
Community Events 255
Education Initiatives 262
Community Improvement Initiatives 264
Sponsorship of Community Initiatives 265
Other Initiatives 266

The Importance of Community Relations 266
Bridging the Gap Between Company and Market 268
Building Community Trust 268
Giving Back to the Community 269

Nonprofit Organizations 269
What Is a Nonprofit Organization? 271
Checking the Nonprofit Organization’s Legal Status 271
Assessing the Nonprofit Organization’s Goals, Publics, and Geographical Area 273
Assessing the Nonprofit Organization’s Success, Image, and Effectiveness 273

Community Partnerships 274
Identifying Nonprofit Organizations 275
Using Focus Groups to Evaluate Initiatives 276
Negotiating Partnership Agreements 277
Working with the Nonprofit Organization to Gain Press Coverage 277
Measuring Effectiveness of Initiatives 278

Community Relations Ethics 279
Final Goal Must Transcend Monetary Gain for the Fashion Company 279
Diversity 279

All Promises Must Be Fulfilled 279

Chapter Summary 280

Key Terms 281

Chapter-End Questions and Exercises 282

Part IV: Executive Functions and Duties 285

Chapter Eleven: Productivity, Budgeting, and Cost Accountability 287

Objectives 288

Measuring Productivity 288
Measuring Results 288

Public Relations Budgeting 296
Budgeting for Internal Public Relations Staff 298
Budgeting for an Outside Public Relations Firm 299
Cost Accountability 301
Evaluating the Budgeting Process 301

Chapter Summary 303

Key Terms 304

Chapter-End Questions and Exercises 304

Chapter Twelve: Crisis Management 306

Objectives 307

The Public Relations Crisis 307
The Anatomy of a Public Relations Crisis 307
Consequences 314

Managing the Crisis 315
No “No Comment!” 316
The Court of Public Opinion 317
Nip It in the Bud 317
Honesty Is Paramount 317
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facing the Music</td>
<td>319</td>
</tr>
<tr>
<td>The Four Levels of Crisis Management</td>
<td>321</td>
</tr>
<tr>
<td>Long-Term Crisis Management</td>
<td>322</td>
</tr>
<tr>
<td>Chapter Summary</td>
<td>330</td>
</tr>
<tr>
<td>Key Terms</td>
<td>331</td>
</tr>
<tr>
<td>Chapter-End Questions and Exercises</td>
<td>332</td>
</tr>
<tr>
<td>Chapter Thirteen: Administration</td>
<td>333</td>
</tr>
<tr>
<td>Objectives</td>
<td>334</td>
</tr>
<tr>
<td>Media Clips</td>
<td>335</td>
</tr>
<tr>
<td>Media Clipping Services</td>
<td>335</td>
</tr>
<tr>
<td>Media Portfolio</td>
<td>335</td>
</tr>
<tr>
<td>Print Media Clips</td>
<td>336</td>
</tr>
<tr>
<td>Broadcast Media Clips</td>
<td>337</td>
</tr>
<tr>
<td>The Press Kit/Center</td>
<td>338</td>
</tr>
<tr>
<td>Press Kit</td>
<td>338</td>
</tr>
<tr>
<td>The Press Center</td>
<td>338</td>
</tr>
<tr>
<td>Management Reports</td>
<td>346</td>
</tr>
<tr>
<td>Keeping Records</td>
<td>348</td>
</tr>
<tr>
<td>Internal Communications</td>
<td>348</td>
</tr>
<tr>
<td>External Communications</td>
<td>350</td>
</tr>
<tr>
<td>Chapter Summary</td>
<td>352</td>
</tr>
<tr>
<td>Key Terms</td>
<td>353</td>
</tr>
<tr>
<td>Chapter-End Questions and Exercises</td>
<td>353</td>
</tr>
<tr>
<td>Glossary</td>
<td>355</td>
</tr>
<tr>
<td>References</td>
<td>368</td>
</tr>
<tr>
<td>Suggested Readings</td>
<td>375</td>
</tr>
<tr>
<td>About the Authors</td>
<td>377</td>
</tr>
<tr>
<td>Credits</td>
<td>379</td>
</tr>
<tr>
<td>Index</td>
<td>383</td>
</tr>
</tbody>
</table>