

趣谈英语系列

# 公关秘诀

Bluff Your Way in Public Relations

巴兹尔·桑德斯 著  
亚历山大·C·雷 译  
戈辛锸

著  
译



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巴兹尔·  
亚历山大·



上海·西安·北京·广州

责任编辑:张 明

封面设计:李 群

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By the time you have finished this short course, you will be as well qualified to practise in public relations as a number of others, not themselves professionals, who are currently doing so.

在你读完这本薄薄的小册子之后,你也会像其他半路出家的公关人员一样大显身手。

## INTRODUCTION

The great advantage of public relations for the bluffer is that nobody has a firm idea of what a PR person actually does all day long.

You may gain some inkling from these pages. If so, don't pass it on. Keep them guessing, that's the motto. Otherwise, where should we all be?

Public relations is *all* bluff. It is bluffery elevated to the status of a profession. By the time you have finished this short course, you will be as well qualified to practise in public relations as a number of others, not themselves professionals, who are currently doing so. We shall, of course, be telling you how to make money out of it, which is the only trick worth knowing.

What makes life exciting is that, in public relations, people expect you to bluff. They know you are bluffing. You tell them you are bluffing. But you go on bluffing just the same.

Public relations is the Happiness Business. Grand openings. Royal visits. Knighthoods. Freebies. Scientific breakthroughs. Record financial results. You need never ride in a bus or on the underground again. You will explain to The Client that your time spent waiting for a bus would cost him a good deal more than the taxi, which of course will be charged to him (plus a percentage).

## 前 言

对说客来说，干公关这一行最大的好处就在于没有人明确知道他们整天到底在干什么。

本书将给你某些启示。如果你学到了什么，不要告诉别人。让他们去猜，这是忠告。不然我们该怎么办？

搞公关其实就是游说。不过是专业化的游说罢了。在你读完这本薄薄的小册子之后，你也会像其他半路出家的公关人员一样大显身手，当然我们还将告诉你怎样从公关中赚钱，这是唯一值得学习的窍门。

公关中最让人开心的事莫过于人们期望你说大话，他们知道你在说大话，你告诉他们你在说大话，可你照样还是能说大话。

搞公关是一种快活的工作。大赛开幕，皇室来访，骑士授勋，免费礼品，科学新突破，金融新纪录。你再也不必去挤公共汽车和地铁了，你会跟你的雇主解释说你等车的时间是要向他收费的（再加上你的佣金），那比你坐出租车要贵得多。



PR people will keep telling you (and you must start saying it) that public relations ranges much wider than 'mere' press relations, 'getting little bits into the papers.' They say this because getting The Client even into the News in Brief is really quite tricky (though we shall be telling you how to do it). It is wise to divert attention to other areas of communication, such as Parliament and the City, where results are less readily measurable.

"I've been doing a lot of *iceberg* work for my clients," a distinguished PR consultant used to inform everybody, unsmiling. He meant that what was to be found beneath the surface was seven times as great as what was visible.

The same consultant issued a brochure entitled *How Are You Tomorrow?* to try to catch clients. Tomorrow is the ideal day for the bluffer. It keeps moving on.

搞公关的人常说(从现在起你也应该这么说)公关并不是“仅仅”与新闻界有关“与报界沾点边”。其范围要大得多,这是因为要使顾主的名字哪怕只出现在报纸的简要新闻中也是十分困难的(当然我们会告诉你怎么做)。最好将顾主的注意力转移到传播媒介的其他方面,如政界或金融界,在那里公关工作的成效不易被衡量。

一位资深公关顾问曾严肃地跟人这么说:“我为顾主做过许多冰山工作。”他的意思是说你所做的工作看不见的部分是看得见部分的七倍之多。

同是这位顾问还出版了一本名为《明天你会怎样》的小册子以招徕顾主。对说客来说明天是美好的,它使人充满希望。

## THE BASICS

### The Client

In Public Relations, The Client is the person that you do it *for*. The world at large represents the people that you will do it *to*. The Client is the person that makes the whole game possible.

To find a client, look for a managing director who is so preoccupied with the out-of-stock list, the wage claim and the boiler that is about to blow up that he has no time for long-term, in-depth thinking. You will purport to provide this for him.

There is probably some European Community legislation in the pipeline which, if implemented, will put his industry out of business. You can track the progress of this measure for him through all its stages. It could occupy you for years.

The point about The Client is that, while you and I get up to a lot of things, both in the office and outside it, his whole life is devoted to iron filings or ball bearings or whatever his business might be. He lives and breathes them for twenty-four hours of the day.

Do not imagine that, after a solemn meeting in the agency, The Client might like to join you in the pub, to put it all behind him and let his hair down a bit. He will talk about iron filings there too. And he will be restless for fear he will miss that evening's meeting of the Ball Bearing Association.

## 基础知识

### 顾主

在公共关系中,顾主就是你为他做公关的人。大千世界的芸芸众生则是你的公关对象。顾主是使整个游戏玩起来的人。

为发掘顾主,你要注意那些被库存告急,加薪申请和锅炉险情搞得焦头烂额,没有时间进行深入持久思考的总经理,告诉他你可以为他做这些事。

欧洲共同体也许正在蕴酿某些议案,一旦这些议案付诸实施,将影响到一个业主生意的存亡。你可以为该业主跟踪这些议案进行的过程。这事可能会让你干上好几年。

顾主的特点是,当我们在办公室里外忙这忙那时,而他们把整个生命都倾注于他们所从事的铁铤,滚珠轴承或其它事业中。一天 24 小时,他们就想着这些事。

因此别指望在公司开完严肃的会议之后,顾主会和你在酒吧里小坐一会儿,把所有的事情暂时放一放,轻松一下。在那里他也会谈论他的铁铤,而且还会因担心错过当晚的滚珠轴承协会会议而坐立不安。

It is important to realise that clients are, by nature, the most conservative and timid of creatures. They like to picture themselves as risk-taking wheeler-dealers who live on a knife edge. But in the final analysis, they are more interested in not making a mistake than in pulling off the greatest publicity coup of all time. The only people not to be aware of this self-evident truth are clients themselves.

Above all, do not ever tell The Client that you cannot see him on Wednesday because you will be occupied with the business of Another Client. Like spouses, clients may not show that they love you, but they become very jealous if they think that you love someone else.

### **Who's In, Who's Out**

There are basically two areas of PR bluffing. There is the in-house PR person, on the staff of the organisation whose story is to be told. Then there is the bluffer in the specialist PR agency or the 'independent' PR consultant operating on his or her own. In the course of your career, as you 'career' from one crisis to another, you will probably spend some time on both sides of the fence.

There is not really all that much difference between the two, merely a shift of emphasis and a change in behaviour. Agency PR people will always try to be somewhere else. In-house PR people have to stay at home and watch over what they've got.

你必须了解顾主们本质上是最保守和胆小的生物。尽管他们喜欢把自己描述成英勇机智的孤胆英雄,但实际上他们最关心的是不犯错误,而不是一鸣惊人。唯一没有意识到这一点显而易见的道理的只是顾主自己。

总之,别跟顾主说你不能在星期三与他见面,是因为你要跟另一位顾主有约。顾主像配偶一样,虽然他们并不表露出喜欢你,但如果他们知道你喜欢上了别人,会非常忌妒的。

## 谁主内,谁主外

公关说客大致可以分为两大类;一类为内部公关人员,是大公司里的雇员,其工作后面将会提到。另一类为专门公关代理公司里的说客或是“独立”的公关顾问,他们都是独自操作。在你的公关生涯中,当你在一次又一次的“险境”中闯荡江湖,可能两种类型都会涉足。

其实这两种类型并没有太大的差别,只是工作重点和行为的变化。公关代理公司的人总是在外面转悠,而内部公关人员则必须呆在室内,照看外部公关们搞到的材料。

If you are appointed to an in-house position insist on retaining an outside agency. This means that they will do all the dogsbodying instead of you and will always be on hand to take the blame.

On the same principle, a consultant gaining a new account will demand an in-house PRO for purposes of 'liaison' and, in a spirit of generosity, to furnish more jobs for the bluffers. The more bluffing that is going on, the better we shall all survive.

The in-house PR person who owes his job to the agency, and may have been selected by them, might start to imagine that he is himself The Client but the agency knows different. They have not selected him as the person who calls the shots.

If you are the in-house PR person, the whole of the rest of your organisation acts as The Client. You will need an outside agency if only to supply you with alibis.

Confusing the issue, as we all must, you, as the in-house anchor man, may choose to be styled as the company's resident PR Consultant. It is a useful designation; you don't want to give people the impression that you are actually going to do any *work*.

Within the agency, almost everyone will be called a consultant. In-house, you are more likely

如果你被指派做内部公关工作，一定要坚持找一家公关代理公司，让它来代替你去做所有的苦差事，还可以让它做你的替罪羊。

同样道理，获得新客户的公关顾问可以以“联系需要”的名义要求客户公司配给一名内部公关人员，并慷慨地安排他做大量的游说工作。游说进行得越多，大家的饭碗保住的可能性越大。

因为公关代理公司的这个要求才得以工作的内部公关人员，也可能就是他们挑选的会声称自己就是顾主，但公关代理公司知道并不是这么回事。他们选他不是让他来发号施令。

如果你是一名内部公关人员，机构里其余的人就是你的顾主。你需要找一家外部公关代理公司在必要的时候做你的挡箭牌。

就像大家都竭力搅混水一样，你作为内部公关人员，可能会被称为公司常驻公关顾问。这个称呼很有用：你不会想让人觉得你真的要做什么具体工作。

在公关代理公司内，几乎所有的人都被称为顾问。如果你做内部公关，你更有可能想被冠以公关部



to choose some such title as Director of Public Relations, leaving those outside the company with the vague suspicion that you just might be on the board.

Whatever your title, do not be tempted actually to direct anybody. Empire building may seem too easy; there is no limit to the amount of activity that could be conducted under the heading of public relations. You could build up a whole Department with a photographers' studio, a film unit and a print section. However, not only will a whole department (or Division) present too large a target when the time comes for cuts, but the members of staff will all be busy having colds and having babies and will want to tell you about them.

It will be as much as you can accomplish to get any bluffing done at all.

## Equipment

The one piece of vital equipment you need is the draft stamp.

Any document that you produce is to be stamped **DRAFT** in large black letters. If The Client rings to say that what you have written is a lot of hot air, you tell him that what you have sent is no more than a discussion document, the first attempt ever to express a new inspiration in terms of cognitive thought. It was marked 'Draft', didn't he notice?