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实用的公共关系入职培训读本

# 从公关新人 到公关高手

**CLUELESS  
IN PUBLIC  
RELATIONS**

[新加坡]梅琳

[May Lwin]

[澳]吉姆·艾勤森 著

[Jim Aitchison]

张贤鹏译

关键知识点 + 行业技能 + 行业背景 + 职业建议 +

## 资深人士从业心得

诠释公关领域的每一工作细节

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TO ALL MY STUDENTS  
PAST, PRESENT AND  
**FUTURE.**  
MAY LWIN

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TO EVERYONE  
WHO MAKES A WORKING  
IN PUBLIC RELATIONS CAREER SO  
**EXCITING.**  
JIM AITCHISON

**谨以此书献给我过去、现在和将来的学生。**

——梅琳 ( May Lwin )

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**谨以此书献给所有在公共关系这一令人兴奋的行业里工作的人们。**

——吉姆·艾勤森 ( Jim Aitchison )

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RELA**

**CLUE NO.1:  
WHAT IS  
PUBLIC  
RELATIONS?**

**奥秘 1:  
什么是公共关系?**



**CLUE NO.1**

公共关系（PR）包括广告、市场定位、销售促进以及人员推销，它是促销组合（Promotional Mix）的一部分。

促销组合是市场营销领域中所说的“4P”之一，其他三项分别是：产品（Product）、定价（Pricing）和渠道（Place）。

公共关系应当成为一个企业综合性市场营销沟通方案的一部分。

## HOW IS PUBLIC RELATIONS DIFFERENT FROM ADVERTISING? 公共关系与广告之间有什么不同?

公共关系和广告都是与社会公众进行信息沟通的方式，由此可以理解，为什么人们往往容易把这两者混为一谈。

但是，公共关系与广告在两个方面有区别：公共关系并不从媒体上“购买”空间，同时它也不公开“出售”具体商品。

在广告活动中，工作人员通过付费方式获得可以自行掌握的媒体空间进行宣传，而公关活动的空间则往往是不可控且“免费”的。举例来说，我们比较一下一则付费的牛奶广告和新闻栏目上一则关于劣质牛奶的报道。显然，广告内容是在企业掌握之中的，而新闻内容却不是相关企业所能预料的。

其次，广告的目的是售出商品，公关则主要是解释企业的相关策略。一家燃油公司可以通过广告来销售其精炼的环保汽油，而它的产品策略则可通过一系列的公关活动——如新闻媒体对其产品的环保性进行报道——被社会大众接受和相信。

公关活动是管理工具的一种，通过它，企业可以估量公众的态度，确定公众关

注、感兴趣的公司策略和行为。然后，公司可以制定和执行一系列的工作计划，来博得公众的理解和认可。

在公司出现危机情况的时候，公关工作可以向特定的目标群体阐明、辩解、宣传或展示公司的相关策略，从而使该群体充分理解公司所要说明的情况。

事实上，有很多工作把公关和广告相结合。例如，营销公关（MPR）可以在进行广告运作之前，先在市场上制造声势，这样一来，后续的广告就成为企业宣传的点睛之笔。从这个意义上说，营销公关甚至可以完全替代广告活动。

# WHAT PR CAN DO

## 公关可以发挥什么作用？

现今，很多人已经对电视商业片和广告不胜其烦，甚至刻意避免接触它们，这时，公关的手法往往更容易被人们接受。一个理想的公关计划应该能达到如下目的：



1. 通过记者招待会、新闻发布会、特殊活动和展销会等形式介绍新产品。
2. 缓和可能对公司产生不利影响的危机，并使企业重新获得公众的信任感。（俗称“危机公关”。——译者注）
3. 阐释企业做出某些举措的原因。
4. 把新工厂的成立或产品研讨会的举行作为新闻事件传达给公众。
5. 将公司取得的新成就以新闻形式传达给公众。

6. 改善公司与股东、员工、供应商、顾客和社会大众的关系。
7. 有助于通过对公司有利的政策或法规，挫败对公司不利的政策法规草案。

因为公关活动往往被公众作为“新闻事件”来看待，所以比付费广告可信度更高，同时也避免了与商业出版物或广告发行商打交道时可能出现的矛盾与纠纷。

## 公关活动首先要向媒体发出一份新闻稿，这份稿件必须要在阐明主要内容的同时引起编辑人员的注意。

右图中一级标题意为：“亚洲首次泰迪熊野餐会”；图中二级标题意为：“华夏太平洋航空公司与新加坡人民共度 50 周年庆典”。

**ASIA'S FIRST TEDDY BEARS' PICNIC**

MEDIA RELEASE 23 AUGUST 1996

**CATHAY PACIFIC AIRWAYS  
CELEBRATES 50TH ANNIVERSARY  
WITH SINGAPOREANS YOUNG AND OLD**

at  
**Sasha's & Company/ Cathay Pacific - Asia's First Teddy Bears' Picnic  
Fort Canning Park, 18 August 1996**

This year, Cathay Pacific celebrates its 50th Anniversary with the world. Guided by its corporate service style 'Service Straight From The Heart', Cathay Pacific is sharing its Golden Anniversary joy by contributing to those communities which it serves.

In Singapore, Cathay Pacific has chosen an event which has touched the hearts of many Singaporeans whether young or old - Asia's First Teddy Bears' Picnic held on 18 August 1996.

"This being Asia's first Teddy Bears' Picnic, Cathay Pacific's involvement sits well with our brand proposition and demonstrates clearly that our airline's activities are firmly entrenched within 'The Heart of Asia'. Although we now fly to 44 destinations in 26 countries worldwide, our roots will always be planted firmly in Asia," said Mr Patrick Yeung, Cathay Pacific's Country Manager Singapore.

As appropriate for any outdoor event reaching out to the community, Asia's First Teddy Bears' Picnic was held in a public park - the idyllic Fort Canning Park fronting the Fort Canning Centre in the heart of Singapore's old civic district.

Nothing tugs at the heart-strings of the average Singaporean than to be able to help those who need it most. Like any responsible corporate citizen, Cathay is also doing its part at the Picnic by adopting the Singapore Children's Society Convalescent Home and commitment to work with UNICEF to promote the well-being of children worldwide.

---

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如果这份新闻稿得到媒体的青睐，往往会被用更大的篇幅来报道。举例来说，公关公司通过筹划在新加坡举行亚洲首次泰迪熊野餐会，来庆祝华夏太平洋航空公司成立 50 周年，以此加深公众对该公司的旅行里程积分奖励的印象。因此公关公司需要突出旅行里程积分奖励这一概念，安排活动的具体事宜并且为客户（这里指的是华夏太平洋航空公司）处理好同各种媒体的关系。



**Teddies under one roof:** Mr. Lim's devotion to the teddies has led him to his current job with Sasha's.

## East turns on to Teddies

**Asians are now among the keenest and biggest buyers of antique bears**

*By Chris Johnson*  
**(SINGAPORE)** Andrew Lim gently strokes the fattened, greying yellow teddy bear sitting on his lap.

"He's lovely, isn't he? Almost certainly made in the 1920s and probably by Farnell, mohair, he's fully jointed with sweet cardboard joints. I'd say this bear would go for \$80,000," he says, turning the bear over with reverence.

Mr Lim is one of a growing number of young, professional Asians who collect, study, make, and sometimes sell teddy bears.

He is not interested in the modern, mass-produced, soft toys that fill the windows of city department stores.

Each one of his collection of more than one hundred bears is special, either hand-made by enthusiasts who have

laboured long hours or works of art. They miniatures and inches high or rare old bears with valuable pedigrees.

A successful actor through his role in Singapore's popular television sitcom *Under the Roof*, Mr Lim has dedicated more and more of his time recently to bears. He now works regularly for Sasha's, the bear shop which has become a mecca for enthusiasts, biologists or collectors as they like to be called.

Visitors can admire the antique and designer teddies, browse through its library of specialist teddy bear books and magazines, or sign up for a course in bear-making.

"We got all kinds of people in here," said local collector Vanessa Martin, who set up the bear shop three years ago, when she could not find a teddy bear she liked for her baby daughter.

"I didn't have a baby, and I was fit and healthy, and my friends had them either," she said. "We had stuffed toys, of course, but they tended to be

stuffed with things shaped like elephants or other animals. There's no real tradition of teddy bears in Asia."

First made in New York in 1902, teddies got their name from president Theodore (Teddy) Roosevelt after his famous refusal on a hunting trip in Mississippi to shoot a bear tied to a tree.

The toys' popularity spread rapidly and the success of A.A. Milne's series of *Winnie-the-Pooh* books in Britain in the 1920s helped make teddies an essential part of middle class nurseries across North America and Europe.

Early teddies were usually rigid, fully jointed, fairly life-like models of mohair stuffed with wood-shavings. They often had eyes made of glass or jet-lava stones and involved a workmanship that has attracted Western collectors ever since. But the allure of the teddy made little impact outside the West until newly affluent Asians began collecting them a few years ago.

"I would say it started in Japan," said Mr Lim. "In 1994,

a bear, Teddy Girl, was bought for a record \$110,000 (\$820,000) at a Christie's auction in London by a Japanese man who was himself a toy manufacturer."

British collector Pam Hebbis, who successfully bid for Teddy Girl on behalf of her client Yoshitiro Sokiguchi, said Asians are now among the keenest and biggest buyers of antique bears.

"These days I get faxes at my shop in London from so-called 'teddy bear agents' from all over Asia looking for investments for their clients. It's already big business and I don't think it has reached its peak yet," she said.

Mr Lim said most Asian collectors are looking for old bears, possibly made by early German manufacturers Steiff.

"The German teddy bears really started the whole market in Europe," he said.

"There are many old Steiff bears around, but the most collectible are the black ones, which are very, very rare, or bears with their original color. These are difficult to find

because when they were bought, parents took the accessories off before giving them to the children," he said.

Other collectible bear makes include Farnell from Britain in the 1920s or Merrythought made in England in the 1930s.

Interest in teddy bears is so strong in Singapore that no less than eight other shops dedicated to selling them have sprung up in the city since Sasha's first opened in 1993.

A teddy bears picnic held for charity at Fort Canning Park on Aug 16 attracted over 1,000 teddy enthusiasts, parents and children all keen to show off their collections.

Ms Hebbis, who attended the picnic to display and sell some of her collection, said "Singapore is now taking over as the place for teddy bear collectors in Asia."

At the picnic, Ms Martin said it was difficult to explain what drew her to teddies. "I suppose teddy bears are symbols of childhood. And I think there is a little girl or boy in all of us," she said. —*Reuter*

■ 泰迪熊打开了东方市场的大门

**MILEAGE**  
COMMUNICATIONS  
Central and Eastern European  
**PRESS CLIPPING**  
PUBLICATION 7 Days  
DATE 14 September 1996



**Bearadise lost, bearadise found.**  
Asia's first teddy bear picnic turned out a bear's big feast.  
Here are the bear facts. photo: MILES INC.



Bear-hugged Bear-faced  
Andrew Cho bears all The unbearable whimsy of being The bears of Bearadise.



**If you go down to Fort Canning Park...**  
Full a childhood fantasy — bring your teddy bear and meet other teddy bears in a day-long picnic and teddy bear fair. Pick your own seat or lay down at the picnic spot, Fort Canning Park. If you cannot bear-less, you'll be asked to when a bear for \$10, your donation going to microstate over 80 Unleash Kids against TB. Teddy bear sleep Sade's & Company and Cathy Pacific are organizing 1996's biggest bear happening — to there, Sunday, Aug 19 (11am-4pm).

■ 熊族人丢了，熊族人回来了

■ 如果你来到康福宁公园（新加坡）

“一份好的产品（服务或业务）推荐书的可信度至少比一个独立的广告高出1000倍。”

—— Dan Kennedy, 美国企业家和市场营销大师

# WHAT PR CAN'T DO

什么是公关所不能完成的？

绝对不要通过公关活动来欺骗社会公众。诚然，公关活动有助于抵消负面报道——例如媒体对公司发生罢工或产品召回事件的报道——对公司带来的消极影响，但是请记住，没有任何一种公关手段可以“掩盖”一个企业产品低劣、管理混乱的事实。公关有助于建立并保持良好的社会声誉，但是它不能成为声名狼藉的公司出现在公众面前的“遮羞布”。

# TYPICAL PR TARGET AUDIENCES

公关活动的典型目标群体

企业通过公关活动与以下目标群体进行信息的沟通：

1. **公司员工**。对一家企业而言，员工本人及其家人、朋友都对公司持乐观的态度是至关重要的。一些公共关系专家认为，这是公关工作的首要目的。
2. **分销商、零售商、经销商、经纪人**。企业的成功取决于很多方面，任何向用户介绍和销售公司产品和服务的人，都应当见多识广，而且对工作有热情。



- 3. 公司股东。**公司股票的价格直接影响到公司的社会形象和生意成功与否。公司需要获得股东和金融界对自己经营目标和经营策略的理解和支持。
- 4. 政府管理者。**公司应当让政府官员和立法者相信，自己是优秀的社会公民，理应得到他们的支持和认可。
- 5. 社区群体。**公司可以对自己所处的社区产生正面或负面的影响。公司通过把生产中的污染降到最低，启用废物循环利用系统，对不同群体一视同仁，赞助本地公益设施建设，可以使自己成为社区居民的“好邻居”。
- 6. 现有顾客。**很多营销专家认为，对企业来说，维持好现有的顾客群要比寻找新顾客更为重要。公司应当让现有的顾客乐于从我们这里购买产品，并且始终坚信他们的选择是正确的。
- 7. 潜在的新顾客。**当企业确定现有的顾客群对本企业感到满意时，就可以进行相应的公关活动，以增加从新顾客群获得商机的可能性。

## FOUR TYPES OF MESSAGES

THAT COMPANIES SEND 公司对外发出信息的四种类型

- 1. 有计划的信息：**包括公关新闻稿和发言稿、股东报告和公司年报、广告、产品促销、公司标志、宣传标语、产品包装，以及公司基本情况的信息发布。
- 2. 可推知的信息。**人们在进行任何形式的信息交流时，都会对所见所闻按照自己的方式进行推演和想像。消费者的感知力是很强的：标价分别为 30 元和 130 元的两件衬衣留给他们的印象绝对不同。甚至连消费者对公司产品零售环节的印象，