**Chapter 2**

**Class Activity 1: Understanding the Four Models**

List the pros and cons of each type of PR model.

Consider whether there is only one “correct” way of practicing PR.

Can a practitioner use all four models of PR and still be ethical?

**Class Activity 2: When Is Something Really PR?**

Analyze what makes something PR. In the chapter, the author states that some scholars believe PR components existed even in ancient times, whereas other scholars argue that PR practice has only existed since the 20th century.

Which is correct?

Why or why not?

**Class Activity 3: Transparency, Objectivity, and Advocacy—Can They Coexist?**

Consider the following hypothetical situation:

Suppose you work as a PR practitioner for a major corporation that is having some problems. There is a high turnover among your employees, and employee morale is low. Recently, your company had to fire several midlevel managers for incompetence. If that wasn’t bad enough, the company’s latest quarterly report shows your company has lost a significant amount of revenue. You hold a press conference with members of the financial press to discuss the quarterly report. In the question period, a journalist asks you, “What’s going on over there? . . . Is there something going on at your company that we need to know?”

(Assume that the journalist knows about the quarterly report, but does not know about the high turnover, morale issues, or recent firings.)

Does transparency require you to disclose this information?

Should you remain objective or should you advocate for your organization?

**Class Activity 4: Search Engine Optimization**

Pick an organization, nonprofit or corporate, that you are interested in or like.

Run a search of the organization you have chosen through Google, Yahoo!, and Bing.

Report how close to the top of the search results the organization appeared.

Do searches using words such as car, paint, house, dog food, health food, or shampoo.

(Search each word separately through each search engine.)

Report how the organization appears at the top (or not) of the search for those general words.

Share your findings and discuss the implications of these search results for organizations’ images.

**Case Study Discussion**

**Case Study Activity 1: Applying the Four Models to Abercrombie & Fitch**

Class will divide into four groups, each one representing one of the four models of PR: press agentry, public information, two-way asymmetrical, and two-way symmetrical.

Using the case study about the YouTube video on Abercrombie & Fitch and the subsequent #FitchTheHomeless campaign, discuss how the company could have responded using the press agentry, public information, two-way asymmetrical, and two-way symmetrical models of PR.

Which model would work best?

Is there a way to use aspects of each model for an optimal response?

**Case Study Activity 2: Reconsidering #FitchTheHomeless**

Write a reflection paper on how Greg Karber could have initiated his campaign without ignoring the homeless population as a public.

Consider how Karber could have engaged with this public and how this engagement would have benefitted his campaign.

**Case Study Activity 3: Torches of Freedom and Public Opinion**

Bernays’s Torches of Freedom campaign was designed to change public opinion about smoking. From the case study, he appears to have been successful after the Easter Parade.

Examine how difficult or easy it is to change public opinion. Explain what factors contribute to changing public opinion on particular issues.

Are certain issues easier or harder to change public opinion about?