

Book Definition – Public Involvement

A strategic communication process that involves those potentially affected by a decision in a decision-making process

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed"	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."



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Book Definition – Public Relations

A strategic communication process that builds mutually beneficial relationships between organizations and their publics



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A Hazy Line

PI

- Proactive stakeholder outreach
- Business outreach
- Right of way outreach
- Environmental process support
- Responding to stakeholder comments
- Email updates
- Public meetings
- Open houses
- Conflict training/resolution
- Mediating angry stakeholders
- Partnering facilitation

Hazy

- Strategic comm planning
- Research
- Leadership
- Multi-agency facilitation
- Meeting facilitation
- Video production
- Websites
- Messaging
- Crisis communications
- Online stakeholder engagement
- Leadership coaching
- Situational assessments
- Award entries
- Project reporting
- Social media
- Internal UDOT communication
- Event planning and logistics
- Blogging
- Writing
- Problem solving
- Advertising (TV, theater, Radio, sport events, billboards etc.)
- Legislator and civic leader outreach
- Process improvement

PR

- Media relations



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Pure PI

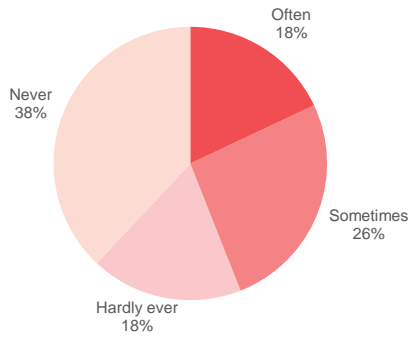


Pure PR

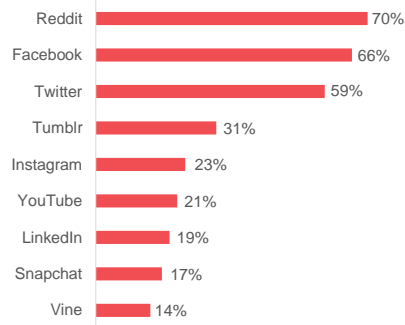


Information: Source, Accuracy, Speed

62% of U.S. adults get news on a social networking site...



% of each sites' users who get news on the site...



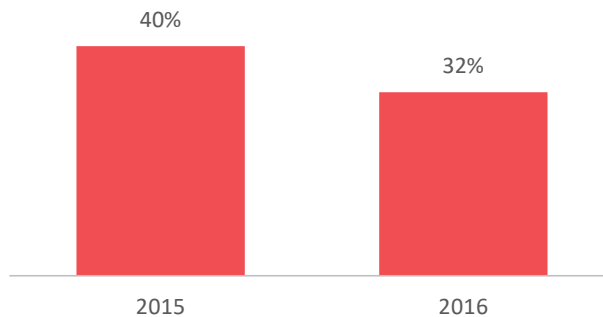
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Information: Source, Accuracy, Speed

Americans' trust and confidence in the mass media "to report the news fully, accurately and fairly" has dropped to its lowest level in Gallup polling history



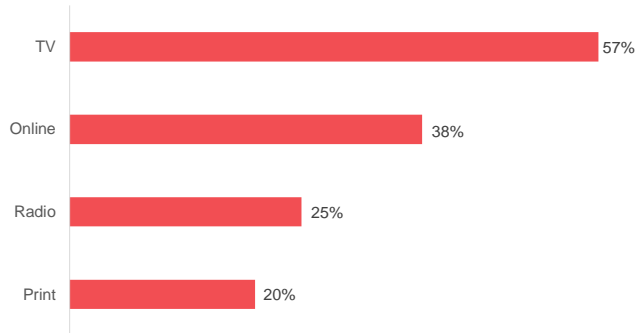
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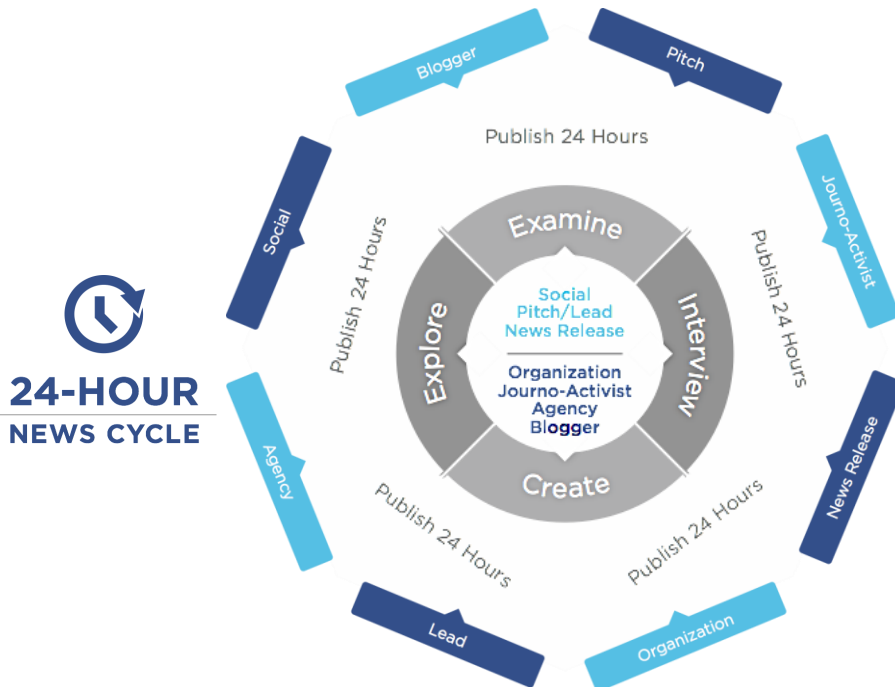
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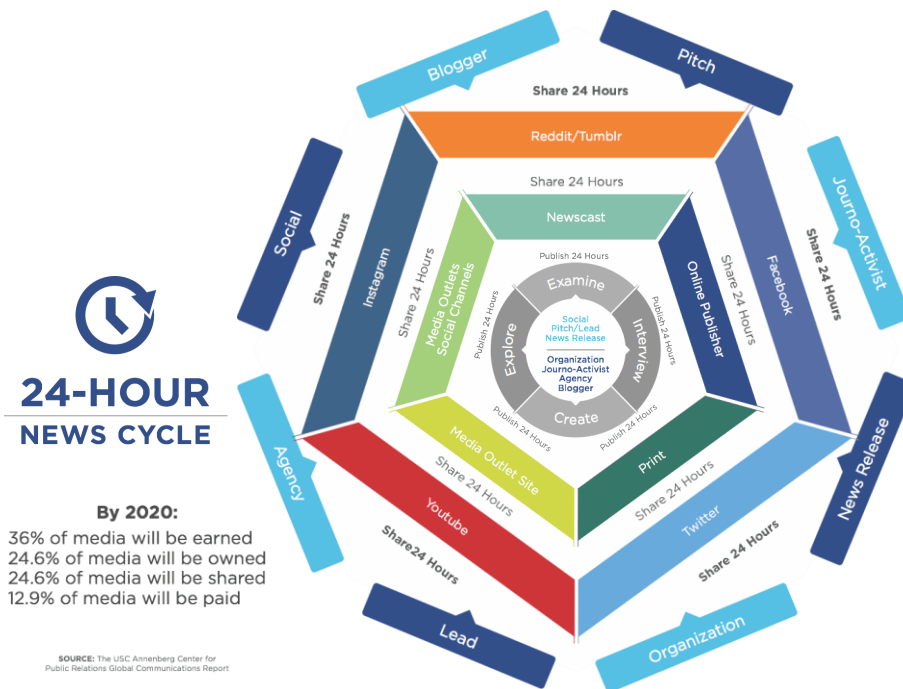
Information: Source, Accuracy, Speed

% of U.S. adults who often get news on each platform...



24-HOUR NEWS CYCLE





Why have PI and PR Converged?

- 24-hour news cycle
- Technology; social media
- Population and demographic changes
- Fear of government overreach
- Easier access to policy discussions
- Multi-agency collaboration



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Strategic Communication Planning



Shared PI/PR



Crossing the Bridge Between PI and PR



Nov. 3, 2016

