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A PR Case: Understanding Public Perception from a Perspective of Lakeshore Public Media through Research

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The perception of an organization by its publics is a critical component for establishing a relationship. To identify an organization's relationship with publics, the perception of Lakeshore Public Media was examined through three platforms: television, radio, and its interactive website. Noting that the educated public are the most serious followers of public media, the sample from the membership list of the public media provided contacts to the most dedicated group. The general public was composed of a sample from those who utilize the county library system. The first sample had already expressed its commitment through a membership donation. The general public, although probably more educated with a library membership, reflect an uncommitted population that are likely to be seen as promising candidates if there are not serious intervening variables to establishing a relationship. Comparing and contrasting the two sample groups established the importance of identifying and addressing the perception of a relationship between an organization and its publics.

Information about the Authors:

Sara Dooms is a senior majoring in public relations who is an active member of the Public Relations Student Society of America and a planner for the Regional PRSSA conference on community – a nonprofit approach. Lauren Robinson is interested in both public relations and television. She is also on the PRSSA Spark student agency team for the Anti-Tobacco Campaign. Johnathon Taylor is a television and radio major.

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