

## SIX LEVELS OF PUBLIC RELATIONS ACTIVITY

- Awareness** One-way communication; emphasizes all types of media to reach as large a percentage of target public as possible; **primary message strategy is believability**, e.g. “you need to know about this”
- Information** Basically one-way communication but feedback devices useful to answer questions; media emphasized; **primary message strategy is relevance**, e.g., “this affects you for these reasons”
- Education** Still one-way communication but uses opinion leaders to motivate public to accept the subject as one they can apply to their daily lives; usually involves uncontroversial topics, or one view of an issue presented in a non-debate format; **message strategy is memorability**
- Reinforcement** Still one-way communication with accepted leaders & role models enhancing the resolve of people known to be favorable to continue their present attitude or behavior; media less useful, unless targeted to avoid simultaneously reinforcing the opposition; **message strategy is shared values**

**Attitude  
Change**

Major application of Two-Step Flow, using media to raise questions & peer groups to offer social rewards/punishments; **primary message strategy is to avoid stiffening resistance, secondary is to offer validation for the switch**

**Behavior  
Modification**

Uses all available public relations tools to ask for a willing suspension of resistance to change; add “enforcement” & “engineering” factors to seek congruence between attitudes & actual behavior; **message strategy is repetition of the benefits**