

Week 8: Mathevi Abokiamah

The process of managing and releasing information from an individual or an organization (such as a business, government agency, or nonprofit organization) to the general public to influence public perception is known as public relations (PR). Public relations (PR) differ from publicity in that PR is managed internally, whereas publicity is managed and contributed by third parties. An organization or individual may use public relations to obtain visibility to their audiences by exploiting themes of public interest and news items that do not require money. The majority of the exposure comes from the media. As a form of marketing communications, this distinguishes it from advertising. Rather than paying for marketing or advertising, public relations seek to produce or receive coverage for clients for free, also known as earned media. However, in the early twenty-first century, advertising is also a part of broader public relations efforts.

The four-step public relations process — research, planning, implementation, and evaluation (RPIE) — accounts for the majority of the APR computer-based Examination for Accreditation in Public Relations (EAPR). It uses qualitative and quantitative data to inform a public relations strategy and elevates the public relations function from tactical to strategic. In addition, the RPIE method shifts public relations measurement away from outputs and toward outcomes.

Real world PR disaster or botched PR attempt

In 2017 the United faced (probably) the biggest public relations disaster in its history. ‘Re-accommodate’? United ridiculed for corporate speak response to passenger dragging. United CEO airline said that they had to ‘re-accommodate passenger, and the reaction was wild. The video captured by fellow passengers quickly became viral when United passengers were dragged out of their plane seats on Sunday night due to an overbooked trip to Kentucky Bound. It didn't take long for the internet to respond to the airline's situation, as people were waiting to see what the company's CEO will say about it. United Continental CEO Oscar Munoz issued a statement Monday afternoon. "This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our detailed review of what happened."

United CEO says the airline had to ‘re-accommodate passenger, and the response changed into the wild. When a United passenger changed into dragged from his seat aboard a flight Sunday nighttime due to the fact the Kentucky-sure journey changed into overbooked, a video shot with the aid of using a fellow passenger fast went viral. It failed to take long for the net to react to the airline's handling of the situation, as human beings waited to pay attention to what the company's CEO changed into going to mention approximately it if anything. United Continental (NYSE: UAL) Chief Executive Oscar Munoz issued a declaration Monday afternoon, saying: "This is a provoking occasion to anyone right here at United. I express regret for having to re-accommodate those customers. Our group is transferring with a feeling of uncertainty to paintings with the government and behavior our personal designated assessment of what

happened. “And for plenty individuals, the word "re-accommodates" in Munoz's apology caught out greater than the rest.

Information about the public relations issue in the case

The adage "any publicity is good PR" isn't necessarily true in the business sector. Public relations crises can result in a variety of problems for your company, including lower revenue and brand damage. United had several negative public relations incidents this year, but the worst was arguably when they asked an older doctor to cancel their flight for overbooking. United CEO Oscar Munoz exacerbated the situation by apologizing that "these customers had to be relocated." The aircraft had an "overbooking situation". The crew needed "volunteers". One passenger "refused to voluntarily leave the aircraft." So, he "moved". Imagine that things could have gotten worse when Chicago guards dragged a man off the plane and refused to give up an airline employee's seat on Sunday Express Flight 3411 Sunday. It's hard. However, United seemed to be ridiculed by the reaction of two nasty words to the incident. United's CEO Oscar Munoz later followed with some of his comments. "We apologize for having to relocate these customers." The combination of airline jargon and public relations nonsense did not please many people-especially in contrast to the photo of three police officers pulling a man out of his seat and dragging his wrist into the aisle. It is a target. In another video, a man was seen dripping blood from his mouth and walking up and down the plane. The Internet mercilessly ridiculed United's reaction.

The main issues in the case

The main issue, in this case, is the way that the passenger was being treated. Although the plane was going through an overbook situation and they wanted the help of the passenger but yet that was not the way staff should behave with their passenger. Even though the passenger also did not agree to leave the plane and cooperate with them, the staff action was taken in extreme actions. The noncooperation of the passenger and lack of patience from the united express flight staff led to such an event and create a public relations disaster creating havoc around the world when the people started sharing the video of a man being violently dragged off the plane by the security staff of the aircraft. Even though the CEO came and responded to a disaster by accepting their staff mistakes and apologized to the people, the damage was already done. He believed that it was a depressing event for the employees of united. “I am apologizing to the customer for re-accommodating them. Although our team was working at a fast pace under the influence of the higher authorities and we would provide a detailed analysis of what led to this event. We are trying our best to contact directly with that passenger and can have a direct talk with him to resolve the issue.”

Analysis of the environment

United airlines are one of the major airlines in the world and they had been playing a major factor in the world economy and satisfying the need of their customers. They have strict and operational safety rules and regulations that are imposed by the company on the employees. United airlines are positioned as the world's biggest aircraft based on the number of goals flown. Joined together is spoken to by the “Fly the Inviting Skies” trademark and the “Composition In Blue” United’s commerce approach is “Center On Five”, alluding to a comprehensive set of needs based on the center essentials of overseeing a great aircraft airlines depend emphatically on third-party suppliers to guarantee smooth operations.

The marketing environment could be a gathering of powers that impact the organization's capability to attempt any venture in both ways coordinated and backhanded. It is around two fundamental sorts of variables: inside and outside. The inside environment is the strengths and activities interior the firm that influences the promoting operations composed of inside partners and other utilitarian ranges inside the trade organization. The outside environment incorporates both large-scale and miniaturized scale situations that influence the trade choices of an organization. Statistic and social situations are critical since individuals and social orders make up the markets in which companies are working. United Aircraft recognizes the social lesson, ways of life, conclusions, interface, behavior, and states of mind of its clients. By categorizing its clients, the company created classes of administrations that suit each section of its advertisement. For illustration, it offers cheap flights for those who are voyaging each week for work purposes. In increments, the nourishment within the airplane ought to suit individuals from diverse cultures. So, the changes within the demography and culture of the advertise like populace move, instructive status and families structure lead to changes in choices concerning costs, number of flights in each area and timing of flights.

Alternative Strategy solutions to cope with the problem

United Airlines is presently making it a parcel simpler for travelers to deliberately donate their place when a flight closes up overbooked. Now, travelers on a few courses who are willing to volunteer their booking can utilize United's app or site to discover and affirm modern flights and choose their remuneration choices. And on certain flights, travelers will be able to volunteer for a diverse flight and select their remuneration as early as 24 hours sometime recently takeoff. This process would help both the staff and the customers a lot as there won't be any hassle at the last moment rather everything would be arranged beforehand. This modern innovation is as of now accessible to travelers flying through 230 select airplane terminals. And the thought is it will diminish the number of automatically denied boarding – when an affirmed traveler is constrained off their flight. With modern enhancements to united Airlines’ app and site, anybody willing to volunteer their booking on an overbooked flight can presently do so online. And in a few cases,

sometimes recently ever taking off for the airplane terminal! There's indeed the alternative to yield an offer for recompense if a flight isn't advertising affirmed remuneration at the time of check-in. Allowing travelers, the opportunity to rebook themselves and select their possessed emolument ought to diminish the bothers related to overbooked flights for both travelers and the carrier. But the alternative to offer for emolument might drive the sum of recompense down. This, of course, would be extraordinary for united Carriers, but not so awesome for travelers.

Resources

Nastasi, B. (2021). Council Post: The Five Biggest Public Relations Disasters Of 2017 (And What You Can Learn From Them).

<https://www.forbes.com/sites/forbesagencycouncil/2017/12/19/the-five-biggest-public-relations-disasters-of-2017-and-what-you-can-learn-from-them/?sh=34a66be73a5b>

ZA, Z., Suhadak, S., Saifi, M., & Firdausi, N. (2020). The Effect of Company Characteristics and Cooperate Social Responsibility on Company Financial Performance. *Journal Of Public Administration Studies*, 005(01), 15-18.

<https://jpas.ub.ac.id/index.php/jpas/article/view/117>

(2021). Retrieved 27 October 2021, from <https://www.washingtonpost.com/news/morning-mix/wp/2017/04/11/re-accommodate-united-gets-lampooned-for-its-awkward-response-to-passenger-dragging/>