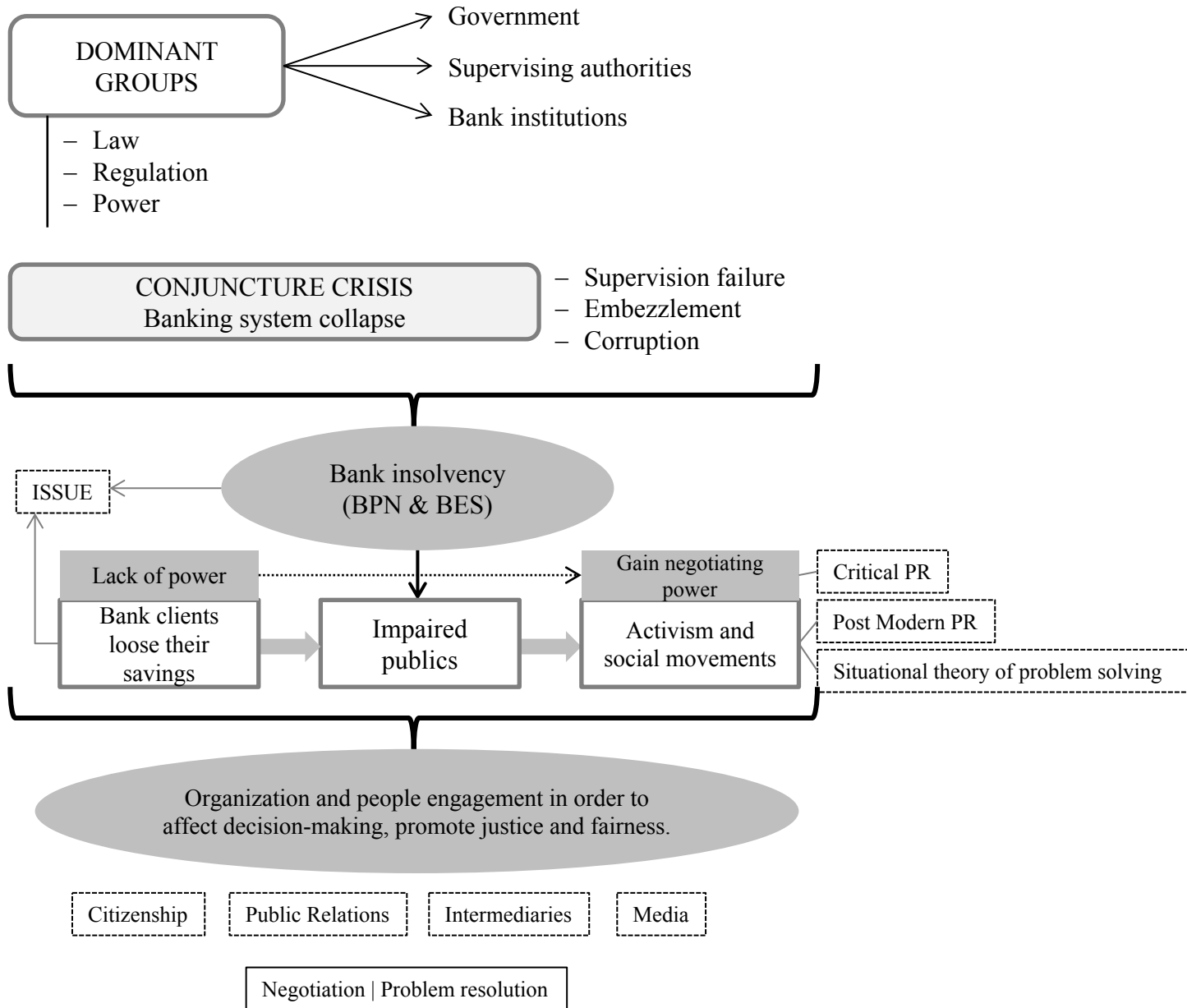




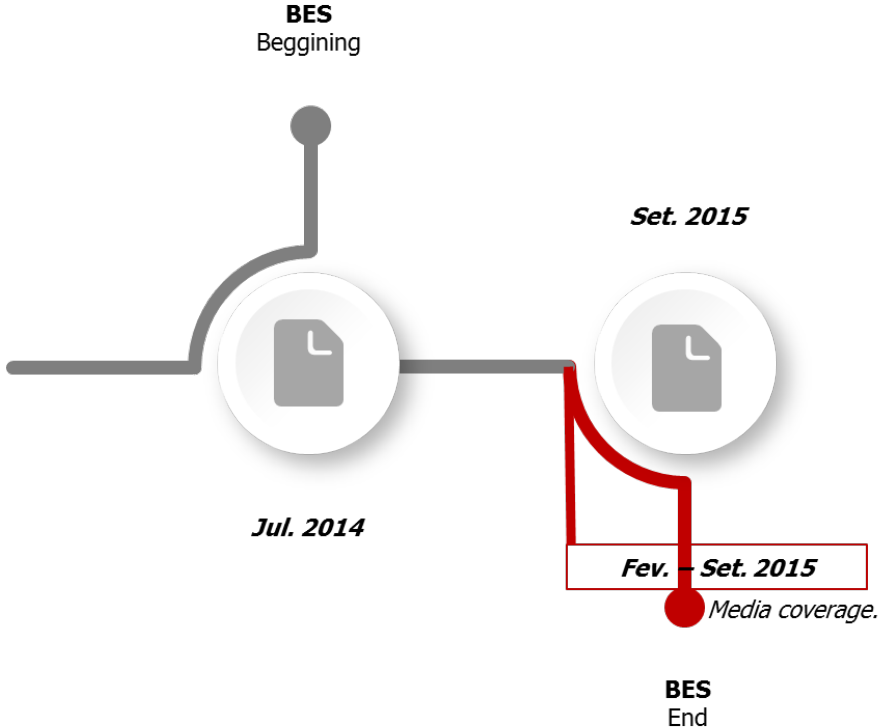
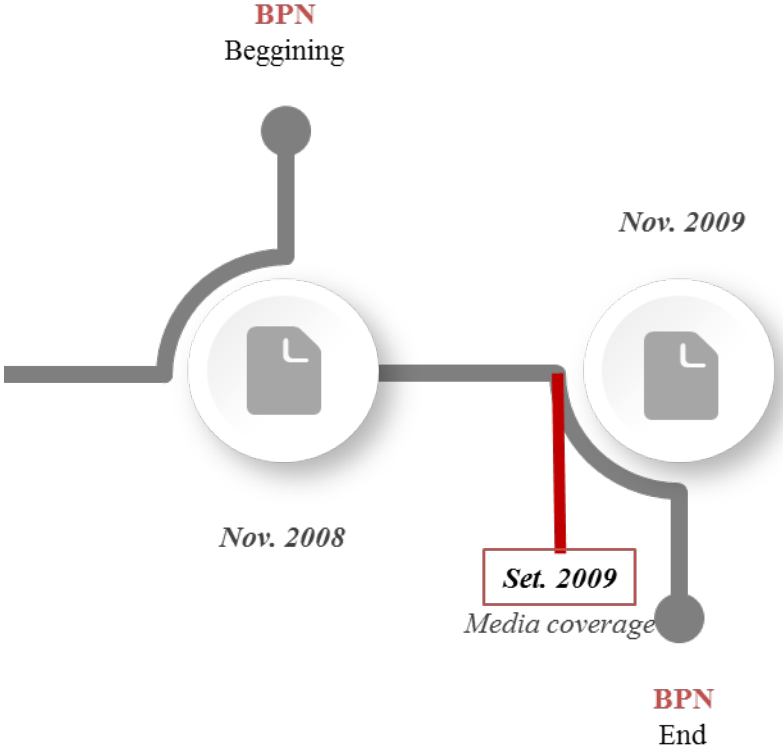
**ACTIVIST GROUPS AND PUBLIC RELATIONS FUNCTIONS: EXAMPLES FROM  
TWO COLLAPSED BANKS AND THEIR CLIENTS**

***Sónia Pedro Sebastião & Daniela Vila Verde***

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# Methodological Approach - Clipping



# Methodological Approach – 6 in-dept interviews

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<b>Interviewee</b>	<b>Justification</b>
Isabel Vicente	Expresso journalist who covered the BPN case.
António Henriques	President of BPN's national customer rights association (ANDDCBPN).
Irina Melo	<i>Lusa</i> journalist who covered the BES case.
Ricardo Ângelo	President of the association of the impaired clients of BES (AIEPC).
Nuno Vieira	Legal strategist of the impaired clients of BES (AIEPC).
Diogo Lacerda Machado	Negotiator of the Government for the case BES.

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01

**Associations creation**  
**Intermediaries | Spokesperson**  
**Mobilization → "simple voices"**

02

**PR Actions:**  
• Demonstrations  
• Electoral Campaign  
• Meetings with political parties leaders

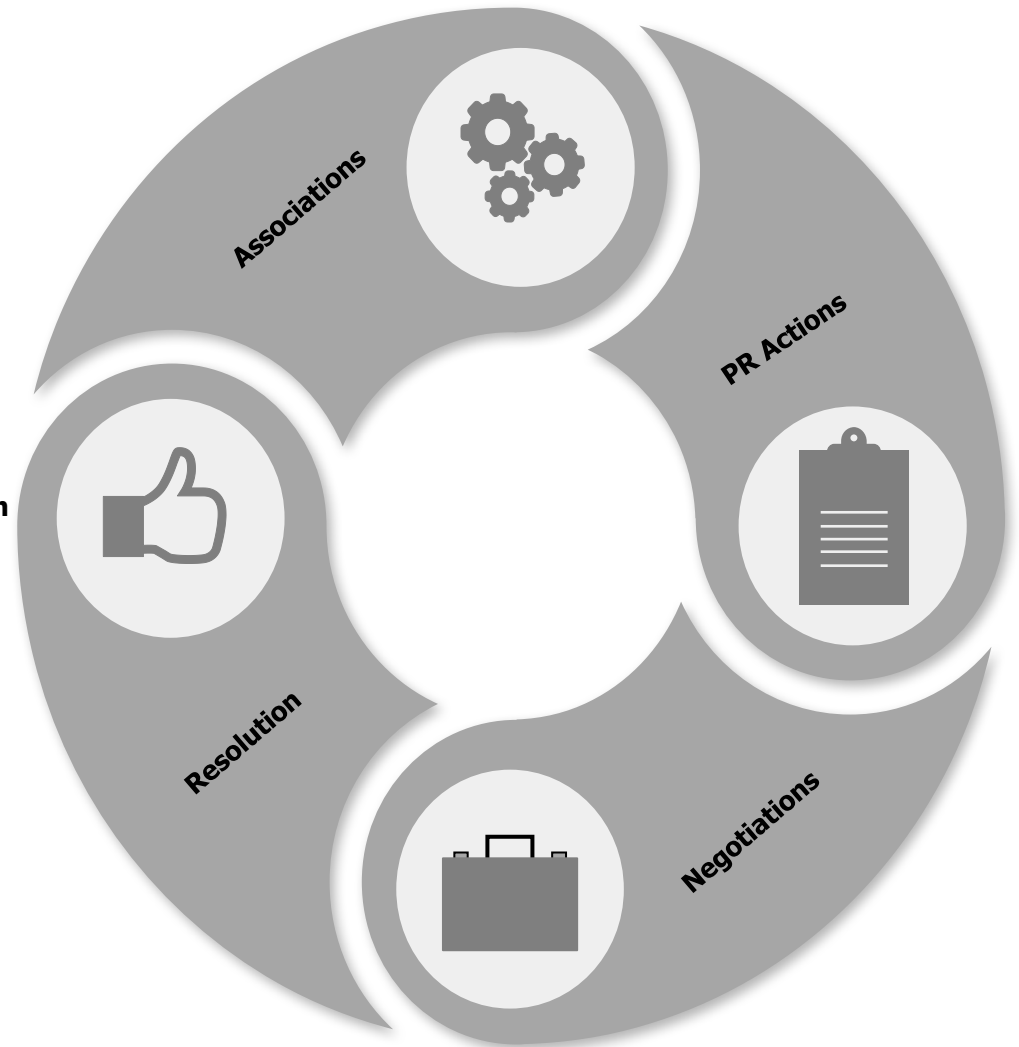
**Media Coverage: conflict & personalization**

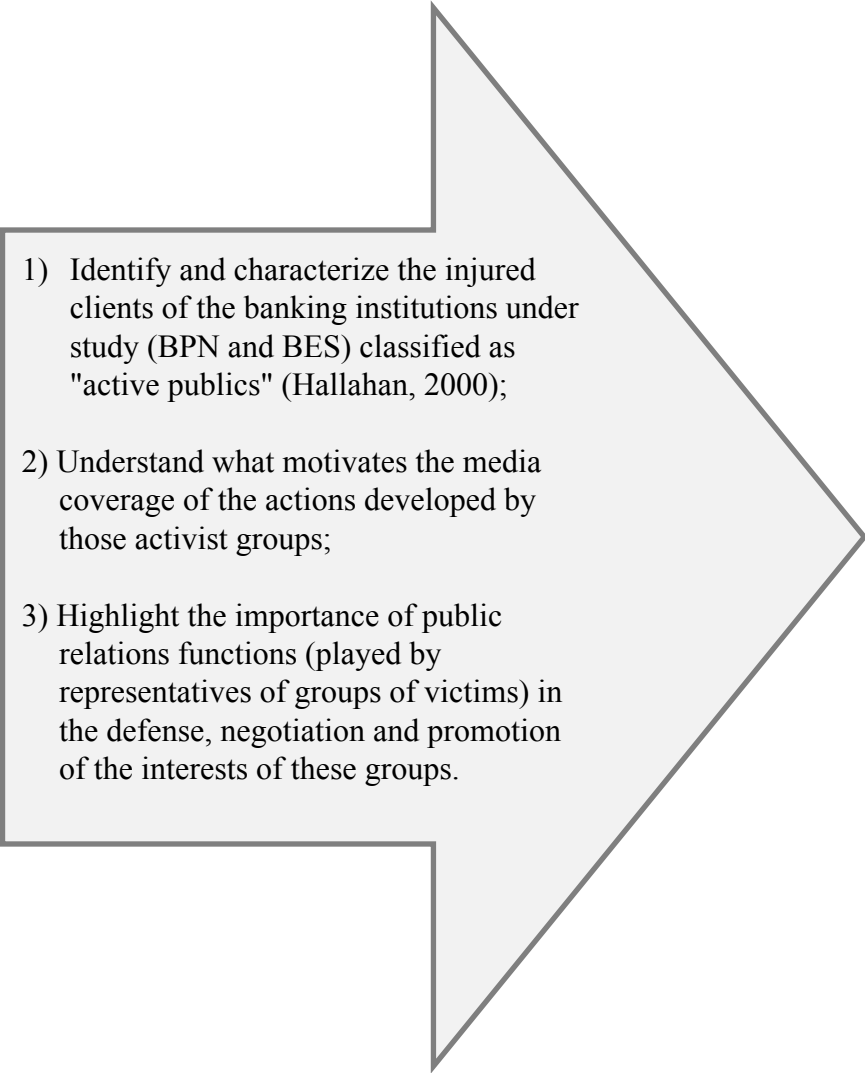
03

**Negotiations:**  
• Work groups creation  
• Meetings with dominant groups and intermediaries

04

**Resolution**  
Decision taking  
Written notes send to the *media*



- 
- 1) Identify and characterize the injured clients of the banking institutions under study (BPN and BES) classified as "active publics" (Hallahan, 2000);
  - 2) Understand what motivates the media coverage of the actions developed by those activist groups;
  - 3) Highlight the importance of public relations functions (played by representatives of groups of victims) in the defense, negotiation and promotion of the interests of these groups.

The leaders of the activist groups played PR roles.

PR functions are important for communicative action that assures media attention (organization and mobilization of manifestations, information notes, knowledge and instrumentation of the newsworthiness criteria) without its use being effectively developed by professionals in the area.

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***Thank You!***

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