

DJMC-6
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ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Public Relation



Journalism & Mass Communication



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DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-6

Public Relation

Block

1

Public Relation

Unit - 1

Concept and Definition, Roles and Objectives

Unit - 2

PR as a Source of News for Media

Unit- 3

Ethical and Legal Issues

Unit- 4

Corporate Communication

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Unit-1: CONCEPT AND DEFINITION, ROLE AND OBJECTIVE

1.0 UNIT STRUCTURE

- 1.1 Learning Objectives
- 1.2 Introduction
- 1.3 Concept, Definition, Roles and Objectives
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 - 1.3.2 Roles and Objectives
- 1.4 Check your Progress

1.1 LEARNING OBJECTIVE

The objective of this unit is to understand the concept and definition of Public Relations. Further, in this unit, some important aspects of Public Relations, its roles and objectives are also discussed.

After reading this unit you will be able to understand:

- The basic concept, definition and scope of Public Relations
- Its roles and objectives

1.2 INTRODUCTION

Suppose you are going to attend a job interview. You will definitely wear a formal suit with nice shoe and tie. You will nicely comb your hair. You will behave nicely with HR person of the company. In short you will try to project a good image of yourself before the interviewers. Like you every individual or organisation in this world wants to look good. And to look good people project a positive image in the society and maintain a good relationship with other stakeholders, in your case it is the HR Persons and interviewers. This effort to look good and project a positive picture is public relations activity.

In current socio-economic scenario, the importance of public relations has been increased manifold. It is because of increased interaction between the organisation or individual and their stakeholders. Organisations or individuals make constant effort to reach out their stakeholders, who are referred as publics.

In this Unit, we shall discuss about the concept and definition of public relations and tools used for effective public relations. We shall also discuss the Role of PR in the Society and various other issues related to this.

1.3 CONCEPT & DEFINITION, ROLE AND OBJECTIVES

1.3.1 PUBLIC RELATIONS CONCEPT & DEFINITION

Pioneers of Public Relations

Some people see Ivy Lee (1877-1934) as ‘the father of public relations’ while to some it is Edward Bernays (1891-1995). However, both have significant contribution in establishing modern public relations as professional practice. Interestingly they also represent two different and opposite views of practising PR. For Ivy Lee, PR was an ‘art’ in which creativity and innovation was critical. For Edward Bernays PR could be a scientific practice.

Declaration of Principles published by Ivy Lee published said that PR work should be done in the open, should be accurate and cover topics of public interest. He also credited with developing the modern press release.



Edward Bernays is the first theorist of PR. influenced by psychological theories of his uncle, Prof. Sigmund Freud, his approach was that audiences had to be carefully understood and persuaded to see things from the client’s perspective. He wrote the first textbook on PR and taught the first college course at New York University in 1923.

‘Public Relations’ is basically the art and science of managing relationship with ‘public’. It attempts to establish and sustain mutually beneficial relationships between an organization, commercial or non-commercial, and the stakeholders or “publics”. The concept of publics varies from persons to person or organisation to organisation. These are the people, group or institutions upon which success of the entities depends. These publics may include customers, investors, employees, suppliers, legislators, competitors, government officials and others.

Although Public relations (PR) blossomed as a professional discipline in the 20th Century its roots can be traced throughout civilization across the globe. Whether using poems and other writings to promote the image of a king or sending emissaries to other countries to promote art and religion, all these activities are part of Public Relations and being practiced since times immemorial.

According to Edward Bernays, one of the founders of PR, “The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people.”

PR played an important role in Indian national movement. Leaders like Mahatma Gandhi used various PR methods to communicate with the masses and win public support. Several methods used by him are now part of the standard practice of PR across the globe.

Every organization, institution, and individual practice public relations, knowingly or unknowingly. As long as we operate in a social environment, we cannot ignore our relationship with others in the society. The role of PR is to develop and manage this relationship at its best so that mutual understanding can be developed, generating public goodwill and good reputation.

In initial years of professional public relations, Government and public services have been among the leading users of public relations techniques. However, post-globalization, increased competition in business, greater understanding of consumers, growth of mass media and rise of social media have necessitated adoption of PR for various commercial and non-commercial organizations and individuals.

The primary purpose of public relations is to create understanding and build reputation. Unlike advertisement which aims at generating awareness and promoting sales, Public Relations makes effort to develop mutually beneficial relationships between organisations and the public. Organisations and Government Bodies adopt public relations techniques to educate people about new public services, and in order to introduce new lifestyles. The earliest definitions of public relations was centred around the concept of press agency and publicity, while more modern definitions incorporate the concepts of 'engagement' and 'relationship building'.

One of pioneers of PR, Edward L. Bernays said that Public Relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution.



Ivy Lee

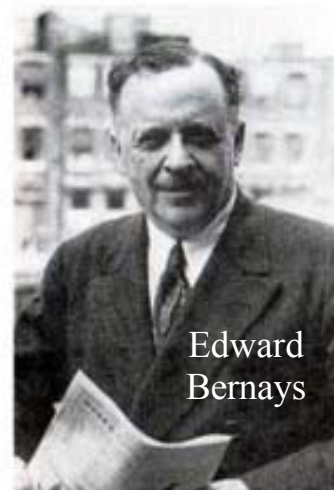
According to the British Institute of Public relations (BIPR), public relations is 'the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and its publics'. As per this definition, PR is not a haphazard process. Rather it is a consciously designed effort and continuous in nature. Sporadic PR activities may not achieve the desired output.

In 1978, the World Assembly of Public Relations agreed upon a definition of Public Relations, which is known as 'the Mexican Definition'. It states "Public Relations is the art and social science of analysing trends, predicting their consequences, counselling organisational leaders as well as planning and implementing a programme of action that will serve the interest of not only the organisation but also that of its publics". This definition links public relations with social science disciplines such as psychology, politics, sociology, languages and etc. It also attempts to establish that PR is scientific, objective and therefore factual.

British author Frank Jefkins in his book 'Public Relation' defines "public relations consists of all forms of planned communication both inward and outward between an organisation and its publics for the purpose of achieving objectives concerning mutual understanding". This definition focuses on a two way communication involving both the organisation and its various publics to establish Mutual understanding.

Cutlip, Center and Boom in their book 'Effective Public Relations' defined PR as the "Management function that identifies, establishes and maintains mutually beneficial relationship between and organisation and its publics upon whom its success or failure depends". This definition gives more clout and credibility to PR function.

In 2011-12, Public Relations Society America (PRSA) developed a crowd sourced definition of PR as "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics".



Edward
Bernays

This definition focuses on the basic concept of public relations — as a communication process, one that is strategic in nature and emphasizing “mutually beneficial relationships”. “Process” is preferable to “management function,” which can evoke ideas of control and top-down, one-way communications.

“Relationships” relates to public relations’ role in helping to bring together organizations and individuals with their key stakeholders.



“Publics” is preferable to “stakeholders,” as the former relates to the very “public” nature of public relations, whereas “stakeholders” has connotations of publicly-traded companies.

PRSA also continues that as a management function, public relations also encompasses the following:

- ◆ Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- ◆ ·Counselling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization’s social or citizenship responsibilities.
- ◆ ·Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization’s aims. These may include marketing; financial; fund raising; employee, community or government relations; and other programs.
- ◆ ·Planning and implementing the organization’s efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above. Public relations is an

Pioneers of Public Relations



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art as well as science. It is an art because it requires artistic skills, fine arts, language, writing, public speaking, etc. It is science because it uses social scientific methods to understand and predict human behaviour and society.

Based on all these definitions, it can be said that as a management function, Public Relations plans and implements strategy and activities to influence public opinion or public reaction about an entity that can be an individual, a group, an idea, a product or an organization. Present day public relations mainly consist of Persuasion, Information, Communication, Third-party validation, Public opinion and Public policy.

1.3.2 ROLES AND OBJECTIVES

One of the major functions of public relations is shaping the image. It generates positive publicity for a company, an individual or a government and enhances its reputation. The Government uses Public Relations to keep the public informed about the activity of government agencies, explain policy, and manage political campaigns. The Companies use it to handle relationship with many groups affected by a company's product and policies: consumers, shareholders, employees, and the managing body.

Organizations have several management functions like finance, legal, human resources, marketing, and operations that contributes toward its success. As discussed earlier, Public relations helps organizations to develop and maintain relationships with all of its key publics and stakeholders by effectively communicating with these groups.



Good public relations not only creates a favourable image but can help the entity to achieve the desired objectives. It makes a significant contribution in helping to form an organization’s ideas about what it is, what it should do and what its publics want and expect from it.

Major Roles of Public Relations Management are:

Communication Management:

Communication plays a key role in maintaining a satisfactory, long-term, trusting relationship with publics and stakeholders. One of the major role of Public Relations is managing the flow of information between an individual or an organization and the public. It develops communication objective in line with organization’s overall objectives and sets a two-way communication process facilitating exchange of information between key publics and management.

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Reputation or Image Management: Public Relations function of an organisation shapes its image. In consultation with the management, it crafts an overview of how the company wants to be perceived, and how it is going to project a positive image. Planning and implementing of policies, procedures and strategies that demonstrate an organization’s commitment to public and social responsibility, ethical behaviour affects reputation of the organisation.

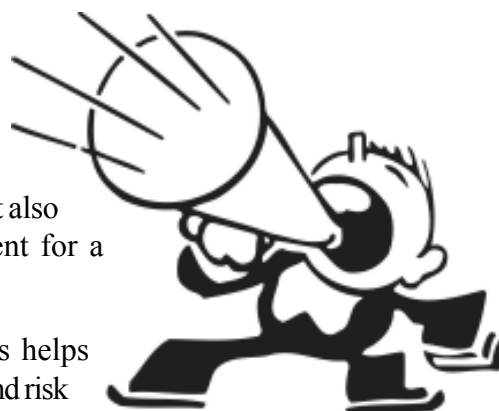
Issues Management: Public Relations identifies and analyses problems, issues and trends that can affect an organization. It also develops strategy and executes programme to deal with the issues. Research, study of public policy matters and business environment monitoring are part of PR.

Crisis Management: PR plays a critical role in protecting reputation of an organisation when there is negative or unfavourable rumours and adverse publicity, which if left unchecked might negatively affect organisation. PR not only establishes policies and procedure to face an emergency affecting the public, but also responds to the crisis situations through effective communication to mitigate concern of public.



Relationship Management: Another important Role of Public Relations is to identify key publics and establishing strategies for building and maintaining mutually beneficial relationships with those publics. Through various techniques, PR earns trust and support of the public to achieve the business objective.

Media Relations: Media play an important role in Public Relations Management. PR establishes an effective relationship with media to get favourable publicity to influence public and change their behaviour in the desired direction. It also helps in getting third-party endorsement for a product, service, issue or organization.



Risk Management: Public Relations helps organisations to identify potential danger and risk factors and alerts the management. It also suggests the necessary changes to avoid the risk.

Strategic Management: Public Relations serves on the management team helping the organization develop sound policies that are in the best interests of the public as well as the organization. It integrates the concerns and attitudes of key publics into the organization's managerial decision-making process.

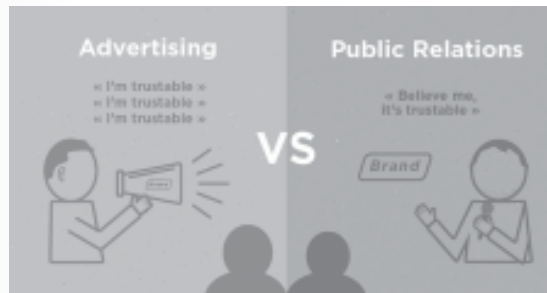
In effect, corporate public relations professionals play the role of an outsider. They question decisions and their impact on customers, the community, employees, and others and bring the public perspective to an organization, making it a responsible Company.

As discussed, we can say that the main objective of public relations is to create, maintain, and protect the organization's reputation and build and present a favourable image of the organisation. Creating goodwill for the organisation is another vital objective of PR. The Broad Objectives of Public Relations Function are:

- ◆ Establishing, maintaining and projecting the organisation's corporate character and identity
- ◆ Creating and sustaining awareness about the Company, its goals, products and services.
- ◆ Winning trust and confidence of various stakeholders and getting their acceptance
- ◆ Responding to criticism of the organisation
- ◆ Establishing an effective channel of communication between public and the organisation
- ◆ Getting Cooperation from various stakeholders for achieving business objectives
- ◆ Generating positive publicity in media
- ◆ Earning awards, certification and endorsement from various organisation, individuals or associations
- ◆ Reinforcing the by maintaining positive relationships with key audiences, and thereby aiding in building a strong image

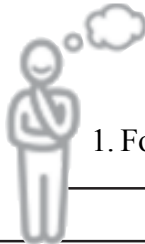
Advertising Vs. Public Relations

Though often public relations and advertising work for the same goal, there are differences between the two. Public Relations is a earned media and Advertising is a paid media. Advertising is creating paid announcements to be promoted through different types of media including online, print, TV, out-of-home and radio. PR, on the other hand, is a strategic communication process that builds mutually beneficial relationships between organisations and the public. While advertising, a company has to pay for ad space in the media. On the other hand, PR convinces reporters or editors to write a positive story about the Company free of cost. The Company has complete control over content, timing number of advertising, but in case of PR it has less, or no control as a journalist can write what they want no matter how you position your story. While Advertising builds visibility, PR builds credibility since it is written by a journalist and appears in editorial section of the media. However, PR is time-consuming and with no guarantees and in case of advertising there is guarantee on date of the advertisement, frequency, choice of media and duration, as it is paid.



The difference can be understood from this popular business saying. “Advertising is what you pay for; publicity (or PR) is what you pray for.”

Reinforcing the by maintaining positive relationships with key audiences, and thereby aiding in building a strong image.



1.4 Check Your Progress:

1. For a School, who can be the ‘Public’?

2. Please make a list of major roles played by Public Relations in an Organisation.

Unit-2: PR AS A SOURCE OF NEWS FOR MEDIA

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 PR tools & strategies, media relations
 - 2.3.1 PR tools & strategies
 - 2.3.2 Media Relations
- 2.4 Check your Progress

2.1 LEARNING OBJECTIVE

The objective of this unit is to understand public relations can be established. In this unit we shall discuss about various tools used in public relation. Different types of strategies used and also how media media relation can be established.

After reading this unit you will be able to understand:

- Various tools and strategies used in public relation
- How to establish media relation

2.2 INTRODUCTION

As discussed in the previous sections, the major purpose of public relations is to build and maintain good relationships with the public and to influence their opinions, attitudes and behaviours to meet the organisation's objective. The high influence and impact potential of the news media makes it ideal for PR Practitioners to create a desired corporate image and shaping the public opinion in a favourable way. Also an article written by a journalist and published in media gets high credibility among stakeholders and is more cost effective than advertising. For this, media relations is important to any PR professional in this globe.

PR professionals push their message in media through selective and tactical interaction with media. They identify the interest of the journalist and importance of the media and accordingly package the information for the journalist.

With frequent interactions with journalists, PR Practitioners keep journalists informed of the concepts, solutions and customer references to company's products and services. As a result, when the journalists foresee to write newsworthy stories, they would turn to PR agents for useful materials and information. This way, PR becomes a major source of journalists.

On the other hand, public relations persons usually do a lot of writing and editing of various communication materials for both their internal and external communication. They write news releases, feature stories, key messages for press kits, annual reports, brochures, film and documentary scripts, trade publications, product and technical collateral material. These writings are often shared with journalists, who use it as base information for a news story.

Major PR Sources for Journalists:



Official Publications: Official publications and documents like press release, special reports, annual reports and press kit have become major sources of information for media reporting. Journalists get easy access to information, data and views to make a news story. This also saves times and money for media to gather news.

PR Events: Press Conferences, briefings, guided tours, product launch events and managed events facilitate journalist’s access to information about the company, its product or services. These information often get reported in media as news. PR practitioners use these opportunities to relay their message to public through media.

Response or Expert view: Whenever a journalist requires response to a specific query or want to understand something about the industry, he / she contacts the PR person in the industry who crafts the message to suit his / her requirement. Journalists use this information to complete their story.

PR Meetings: Both formal and informal meetings between the PR persons or Officials of the organisation and journalists acts as a good source of information for media. The meeting can be a formal one –on – one discussion or interview meeting or an informal meeting at a coffee shop. In these meetings PR persons pitch their story ideas or disseminate information to get a news in media in their desired angle. PR professionals often provide background information, data and overview of the industry to help the jourlaist in completing the news story.

Why Journalist use PR as a Source:

Easy Access: Journalists always find PR Practitioners easily accessible. Public relations persons immediately respond to media requests for information and quickly facilitate access to authoritative sources. This helps the journalist in saving time. Rather than

searching for information, they stay behind their desks and act as gatekeepers of the information provided by PR person.

Gap in Understanding: It is not possible for a journalist to know everything about everything. He/she can depend on PR Practitioners of specific sector for information, story ideas, media response and comments as per their requirement.

Resource Constraint: Sometimes media organisations have fewer than required journalists to write news stories. This makes journalists dependent upon PR sources to sustain the news output and generate more copies.

2.3 PR TOOLS & STRATEGIES, MEDIA RELATIONS

2.3.1 PR TOOLS & STRATEGIES

As discussed in previous sections, Public Relations is all about Communicating effectively with stakeholders and build reputation for the organisation or individual. However, creating and maintaining public reputation is a complex and ongoing process. To draw attention of the target audience and influence their opinion and decisions, PR professionals use a variety of tools and strategies, depending upon the stakeholder, situation, budget and desired outcome.

Companies use a variety of tools for their public relations purposes, including annual reports, brochures and magazines for both employees and the public, Web sites to show good things they're doing, speeches, blogs, and podcasts. Tools used by PR professionals frequently include press releases, news conferences, and publicity. Sponsorships, product placements, Speaking opportunities and social media also generate a lot of positive PR. Let us discuss below some of popular and effective PR tools.

Oral Communication:

This is similar to interpersonal communication and effective in sharing of information, ideas to a specific audience. This is also known as face communication or person to person communication. It can be an organization's most effective and least expensive tool of public relation for transmission of information to the public. This can be informal and formal depending upon the type of audience and forum. Organisations use Oral communication for informing employees about company policies and operations.

Word of mouth is also a form of Oral Communication that is free and effective. PR professional use this tool to create a verbal transmission of message among



stakeholders. It incites people to share experience and information about organisation, product or service. If properly managed ‘word of mouth’ is highly effective in achieving desired PR goal.

Media relations:

Mass media has significant influence on public perception building. It can shape public opinion through sharing the information as well as interpreting the interpretation. Public relations professionals use various media relations techniques to circulating messages through media channels— TV and Radio, newspaper, magazine, newsletter Internet and social media. This is done through building a trustworthy relationship with the journalist and developing relevant story angles for news story.



As media relations activity, the Public Relations professionals responds to queries from journalists, coordinates media interviews, organise press conferences, prepares news releases, media advisories and news tips, and proactively develops and maintains effective working relationships with the media. We will discuss more about media relations in the next section.

Newsletter:

Print or e- newsletter is one of the dependable PR tools to be in touch with important stakeholders and keep them informed about updates about organisation, new products and services. It helps in strengthening connection with the stakeholders. It supports the Public Relations efforts by sharing message promoting new ideas and educating the public about the organisation.

As newsletter competes with television, the Internet, newspapers and magazines, it should focus on information relevant to its public or audiences.

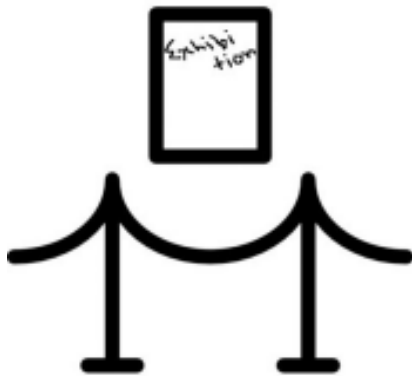
How to make an effective Newsletter:

- ◆ Identify what your audience is interested in: their issues, concerns, challenges, and hot topics.
- ◆ Give contents relevant to the interest of the target audience
- ◆ Include tips and advice on interested issues
- ◆ Give information about upcoming events
- ◆ Make it more visually appealing
- ◆ Include testimonials
- ◆ Adhere to the timeline



Special Events:

Special Events such as gatherings, parties, festivals, road shows, exhibitions, open house tours, anniversary celebrations and others are organised by public relations to introduce or promote new products or services, provide accurate information to the



targeted audience and also to correct misconception. These are designed to attract maximum public participation and generate publicity. These events attract not only the attention for the participating people but also draws attention of journalists and media, resulting in a good coverage, conveying correct message and image to the target audience.

Special events, like any other public relations tool, should be used carefully to achieve the desired PR goal. Deciding a specific target audience before the event planning, delivering a clear and appropriate message to them is the key. Besides, such events should be organized with advance planning, adequate resources, and fallback options in case things go wrong.

Speaking Engagements:

Speaking before industry conventions, trade association meetings, corporate gathering, companies' meet and other groups provides an opportunity for company experts to demonstrate their expertise to various stakeholders. This task is carried out by the company representative. Instead of speaking explicitly about the organisations and its product or service, the speaker talks on topic of interest to stakeholders, highlighting the organisation's expertise. This is a typical way of letting the stakeholders know about the company's potentials and capabilities, thus establishing credibility and reputation of the organisation. Additionally, they provide valuable networking opportunities.

Speaking engagements are excellence opportunity to build personal and professional brand. It provides directly target publics that are interested in business, product or idea related to the organisation.



Thorough speaking engagements the attendees learn about an organisation's expertise firsthand and at the same time the speaker gets opportunity to interact directly with the public immediately before or after the presentation. This also gives visibility to the speaker and the organisation.

Sponsorship:

Sponsorship is the act of supporting a person, organization, or activity by giving money, encouragement in any other form. Sponsorship improves brand image, recognition



and credibility by supporting events/ persons that target audience finds attractive.

There are various events happening all the year round, locally, nationally and internationally which provide sponsorship opportunities. Organisations associate with these events ranging from local cricket tournament to FIFA Football World Cup to build goodwill and enhance their visibility. Most of these sponsorships help these companies to improve their public profile.

Sponsorship can benefit an organisation by enhancing visibility and image, differentiating it from competitors, helping to develop closer and better relationships with stakeholders and showcasing services and products. Supporting a social cause or a person doing noble work can help in generating goodwill towards the organisation or individual.

However, before deciding any sponsorship the PR Professional must consider the PR objective, target audience, budget, sponsorship level, exposure opportunity, promotion strategy of the event and branding opportunities.

Employee relations:

Employees are major goodwill ambassadors for any organisation. Maintaining a good relationship with the employees helps in improving teamwork, increased staff retention and productivity, enhancing motivation and earning loyalty of employees. Employees need to be informed about what's happening in the organisation, including management's plans and how those plans may impact them. When management withholds information, this can result in mistrust and affect employee morale.

Companies which are concerned about employee communication, keep their employees updated with information about developments in organisation, new or existing products, sales incentives, etc. This can be done through newsletters, e-mails, intranet, sms or social media post. Planned message can also be disseminated to employees through a variety of communications channels, including newsletters, bulletin boards, payroll stuffers, posters, regular meetings, and special events etc.



Effective communication between employers and employees promotes employee participations and instilling a sense of pride among employees in organisation's achievement. The Communication can be informal, such as day-to-day interactions between employees and supervisors, or formal mechanisms for employee feedback, such as workplace satisfaction surveys or grievance. If employees feel that their opinions, feelings, and concerns are being heard by the management and they are updated with latest happening in the organisation, then the employee communication programme can be said to be successful.

Community Relations:

Community Relations is often said as ‘public relations at the local level’. It is about how the organisation interacts with the people constituting the environment it operates in and draws resources from. An effective Community Relations programme helps the organisation in fostering mutual understanding earning community trust, support and acceptance. It is crucial for the organisation to gain the social licence to operate and to manage crisis.

Community relationships are effectively maintained through engagement with various publics and audiences within the community and the organization. Organisations take up various community service programs like donation for charitable trusts, helpings in building of schools, parks or supporting a social development project. Some organizations distribute products among target audiences to create goodwill of their organization. Strategic and transparent communication is also very important to maintain good community relations. Engaging with local stakeholders and decision makers helps in building profile and level of influence.



Social Media:

The advent of social media has changed the way we communicate. Now that social media like twitter, facebook, instagram, blogs, google+ and others has risen in popularity, people get another platform to talk about an organisation, brand or product and services. Conversation in social media spreads very quickly and easily. The viral nature of this platform can make or break reputation in very short span of time.

Social media is user-friendly and interactive in nature. It has customization options and a wide reach both in terms of user base and global scale. The writing, sharing, uploading, linking, networking and commenting facility in social media, fun and entertainment options further attract people. All these make it a powerful PR tool.



Through social media, organisations can connect directly with the journalists, reporters, bloggers and opinion leaders who are related to the industry. By communicating with these influencers, chances of coverage in media and third party forum increase. The rise of social media has also had an effect on media organisations which are always in search of unique and engaging content. To feed the media’s growing appetite for engaging content, PR professionals create content that people want to share and talk about online.

Social media also allows direct interaction with people doing away intermediaries. This helps in forging better understanding between the stakeholders and the organisations. However, managing social media skilfully is very important for PR professionals to communicate with customers, media and other stakeholders. This can be done by:

- a) Creating engaging and interesting content
- b) Being interactive to establish a two-way communication
- c) Connecting with influencers, journalists and bloggers
- d) Sharing expertise and opinions
- e) Responding to queries and issues immediately

2.3.2 MEDIA RELATIONS

In present information age, the mass media play an essential role in conveying information to people and forming opinions. According to Argenti (2003), “the media is both a constituency and a conduit through which investors, suppliers, retailers and consumers receive information about and develop images of a company”. The author adds that the media’s role as disseminator of information to an organisation’s key constituencies has gained increasing importance over the years. The media include magazines, television, radio, newspapers, and the Internet.

Media relations refers to working with journalists and media outlets in order to reach wider target audience. It is about establishing and maintaining mutual understanding, goodwill, co-operation, respect and support between an organization and the mass media to communicate the organization’s goals, ideas, intent, achievements, policies and other newsworthy message. Supa and Zoch state that “media relations is the systematic, planned, purposeful and mutually beneficial relationship between a public relations practitioner and a mass media journalist.” According to Tench & Yeomans, media relations can be defined as ‘managing relationship with media - all the writers, editors, and producers who contribute to and control what appears in the print, broadcast, and online media’. Unlike advertising and marketing, media relationship helps in getting third party endorsements of the product, service, organisation or individual in question and using the third party to disseminate the information to the target audiences. Organisations seek publicity in media when there is

- Launching of a new product/service
- Launching of promotional campaigns/activities
- Awards/accolades received by the organisation
- Opening of new outlets
- Sponsored events
- Visit of Company dignitaries/celebrities
- Participation in social activities

- Community Engagement
- Disasters, strikes or organizational closures

Public relations is often considered synonymous with media relations, but in fact it is not. Media relations is a major component and tool for PR. While media relations refer to the relationship that a company or organization develops with journalists and media, public relations extend that relationship beyond the media to the general public.

Developing effective relations with the media is important because publicity in media influences the public opinion and image about an individual, organisation, product or services. Regular positive media coverage enhances the organization's reputation. Role of media relations is not only about publicizing the organisation or its product and services through a story on television, on a website or in the newspaper, but also to educate the media about the organisation, its goal, achievements, products and services to incite their interest in doing a story and reach out the general public with a positive message. A good media relations means maximizing the positive news coverage and minimizing negative news coverage.



Public Relations

Vs

Media Relations



Many people consider media relations and public relations as same thing. But in practice, both are different, even though they are very closely related. Public relations is the art and science of connecting and communicating various publics with whom an organization may have a relationship. There exist different publics, which may include employees, customers, government, industry, investors, shareholders, communities, general public, vendors, suppliers, members, and the media. The list of public may change from organisation to organisation. However, Media relations is the interaction with reporters, journalists and editors in print, electronic, and online media in order to communicate information about an organisation. Simply put, media relations is a subcategory of public relations with a focus on the media.

The Importance of media relations

Media plays a critical role in shaping image of an organisation or individual before the public. It acts as an intermediary between an organisation and its target public. Media Relations helps in maintaining good and healthy relations with journalists and media owners to get a favourable coverage in print, online or electronic media. In this way organisations build public support as they are able to reach out to their audience with a positive communication. In other words, publicity in the media either about organisation or products, services offered it could play a major role in positioning a company's reputation and identity.

Media Relations is an important part of Public Relations Function because:

- Media has a significant influence in forming public perception and opinion.
- Positive news coverage has higher credibility in comparison to paid advertising.
- The cost of coverage in the news media is substantially lower in comparison to the advertising cost.
- Coverage in news media has implicit third party endorsement of the journalist or writer, helping in establishing the reputation
- It helps in managing negative news in case of adverse situations, saving reputation of the organisation.
- Negative coverage in media damages organisations' reputation and image.

As we know media relations constitute major part of Public Relations function. Effective media relations helps in achieving overall PR objective. A diverse range of techniques and tools are used for effective media relations to reach the target audience with accurate and effective message. The basic tools used for Public relations professionals are same throughout the world. Let us discuss these tools.



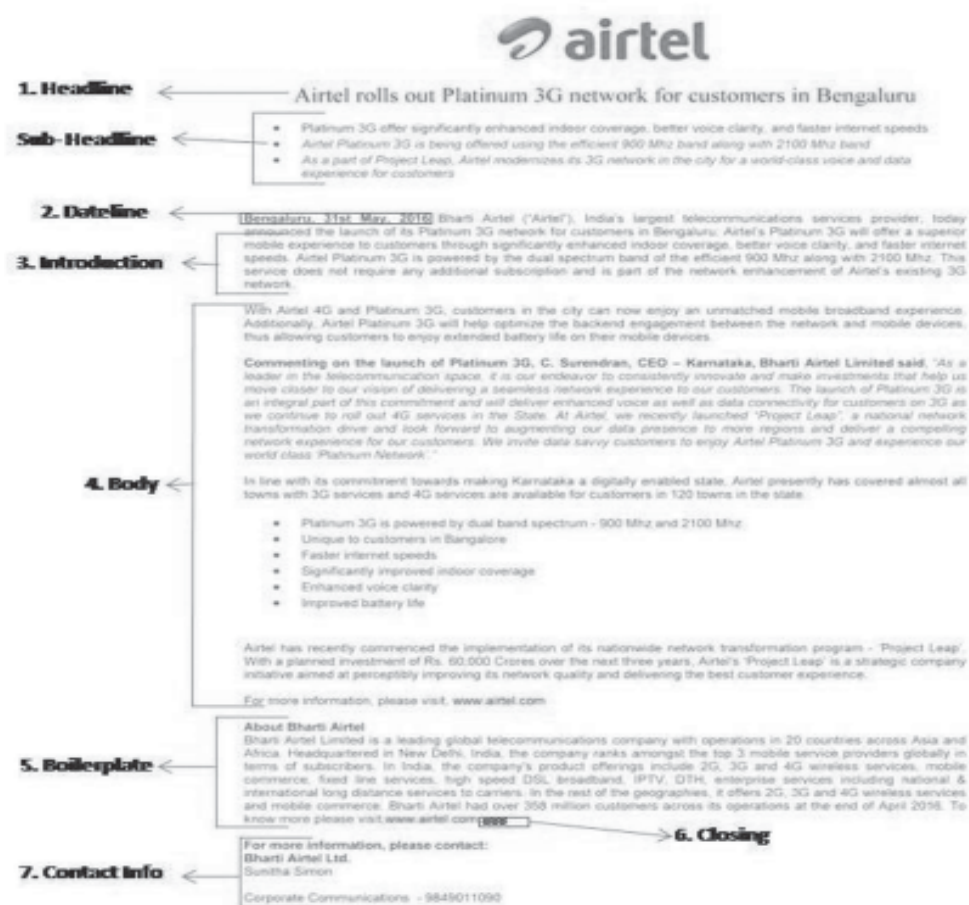
Why is media important in Public Relations?

- Media Helps in multiplying the message
- Media Reaches a wide audience at local, regional, national and international levels
- Media can draw attention of Government officials, Parliamentarians/ Legislators, decision makers and opinion leaders
- Media can influence public opinion in positive and negative direction

Press Release

A press release is an official statement designed to inform media about something newsworthy. It is one of the important tools of public relations. The history of press release dates back to the origin of modern public relations. Ivy lee, one of the pioneers of Public Relations, first issued the first press release to journalists. It is written in third person and in inverted pyramid style, like any news report. It should be short, preferably one page or two pages. A good press release respects information need of journalists and answers ‘what, who, when, where, why, and how’ about the event or matter. It must grab the journalist’s attention with its compelling headline, which need to be followed by a paragraph that explain everything the journalist needs to know. Sometimes a sub-headline is also used. Headline and first paragraph is the most important part of a press release. A professional press release should contain:

- a) **An eye-catching headline:** The Headline of the press relid should be attractive for the journalist and the editor. It should give a brief idea about the news value of the release. Sometimes, sub-headlines are added to give more idea about the release.
- b) **Dateline:** The first line of the press release should contain information about the release data and place. This makes the release latest and up to date. Press release with old dateline is not taken by the media.
- c) **Introduction:** The introduction paragraph is as important as headline. This must answer to who, what, where, why, and when.



- d) **Body:** This section should explain about the details, background, statistics and other details about the news. Press releases are written in inverted pyramid style; most important information is given first and subsequent information is given in order of diminishing importance.
- e) **Boilerplate:** This a short paragraph on independent background of the issuing company, organization, or individual.
- f) **Close:** A symbol like '###' is used to signal that the press release ends here.
- g) **Media Contact:** It is important to give name, phone number, email, mailing address, and other contact information of the person who can be contacted for further query by the media.

It should be remembered that the press release has two potential audiences; the Journalist and the public. Writing a good press release is important. A poorly written press release may land in the dustbin.

Here are some points which may be remembered while writing a press release.

- i. Press releases should be clean, crisp and to the point.
- ii. Jargons and specialised technical terms should be avoided. If required it should be properly explained. The press releases must be written in such way that a common man could understand.
- iii. Press release should contain facts — events, products, services, people, targets, goals, plans, projects etc. The more newsworthy the press release is higher is its chance of publication in media.
- iv. Who, what, when, where, why —and how— should be clearly mentioned.
- v. Press Releases should be grammatically correct. There should not be any spelling error.
- vi. It should normally be written in the language of the newspaper. If it is sent to Odia newspaper, the press release should be in Odia. A journalist these days hardly has any time for translation. As there are different language media houses in every state, it is better to have press releases in English plus other languages.
- vii. Press releases should be accompanied by photograph/infograph, wherever possible.

After writing the press release the next step is to send it to media for publication. Now-a-days, most of the journalists prefer it by email. While sending the press release in email, the headline must be mentioned in the subject line of the email. The content of the press release should be given in the body of the mail, not in the attachment. If attachment is necessary, it should be in a plain text or Rich Text Format file or word .doc file. PDF files should be avoided. If it is required to send to more than one journalist, the email id of each journalist should be given in 'bcc' not in 'cc'. Timing of the press release is also important. Deadline of the media and journalist should be kept in mind, before sending a press release. And after sending the press release, a follow-up call to the journalist helps in maximising its chance of getting coverage in media.

Press Conference

Like Press Release, press conference is one of the important tools for media relations. It is a meeting organized for the purposes of communicating message to the media and answering questions from the journalists. It is one of the effective ways to communicate the information to a wider audience through media. The standard format is inviting journalists in a formal meeting, announcing the message and answering their questions. Normally the press conference is led by the company's top leadership or spokesperson. The Conference should be organised selectively, when there is something unique or newsworthy announcement to share. Press conferences can also be issued in response to addressing public relations issues. Information about a press conference is announced by sending an advisory or news release to the media well in advance. It is held in a formal set up like hotel or office conference room.

Organizing a press conference involves several important decisions. Only relevant journalists should be invited for the press conference. The person who will address the press conference should have expertise on the topic. Maximum three persons should be engaged to address the press conference. Venue of the press conference is highly important. It should be formal in set up and easily accessible to journalists. Journalists attending the press conference should be given information material which includes:

- A press release on the announcement of the conference.
- Background information about the announcement
- Statistical data and figures relevant to the announcement
- Booklets, brochures, CD etc giving more information about the company or the matter that necessitated the Press Conference
- Contact information for further query
- A writing pad and a pen or pencil

Organising an effective Press Conference requires meticulous planning and execution. The first step is to decide the topic of the press conference. It should be newsworthy or of significant interest to the general public so that media will cover it. Next step is to finalise a date, time and location for the press conference. The date should not clash with any other significant or newsworthy event. The press conferences should be planned well in advance to make necessary preparation. Then a list of journalists who will be invited should be made. This list should have names who are covering the beat and

Media Advisory



is a written statement to attract the media to an event, usually a press conference. Unlike press release, the media advisory's goal is to notify media about the event or occurrence that need to be covered. It clearly gives information regarding event, time and place, content or subject of the event.



preferably have cordial relationship with the organisation or its PR representative. Before organising a press conference, the press conference kit should be ready with press release, background information, brochure and others. Deciding the spokesperson is also very important. Either senior executive of the organisation or expert on the topic should be selected to address the media. Next step is to arrange the venue for the press conference. In general practice logo or product advertisement is given in the backdrop or backside of the spokesperson. Sitting arrangement should be done for the spokesperson as well as the invited journalists. A representative of the organiser should greet all journalists coming for the conference. The speaker should give an opening remark, introduction about the topic and highlights and then open the floor for question. Arrangement should be made for photo opportunities and interview of the spokesperson. A representative should be available after the press conference to verify information and answer follow-up questions. After the press conference a personal message of thanks should be sent to the media. In some press conferences, the organisers provide lunch or dinner as well as a token gift.

Backgrounder

A backgrounder is a detailed information piece about a particular issue, topic, organisation or product. They are given along with press release or included in the press kit to provide additional information. It contains statistical information, history of the event, contact information and technical details that may help the journalists. The objective of the backgrounder is to answer anticipated questions from media and to provide information to journalists to fill out their story. Backgrounders also work as talking points for a media interview. The backgrounder should be a one to two page document and should include all pertinent information about your company, its products or services, its market, industry, and its management team. It should be attractive enough to hold a reporter's interest. The fact to be given in the backgrounder should be accurate.

Op-Ed and Letter to the Editor

The term "op-ed" stands for "opposite the editorial page" or "opinion-editorial." Op-Eds are articles published in the editorial section of the newspaper. An Op-Ed is generally an article expressing an opinion or viewpoint on a particular issue or topic.

Letters to the editor are short opinion pieces that are usually written to the newspaper in response to an issue, that has been covered in the publication or is of interest to its readers.

Both the sections are among the most widely read sections of a newspaper. Publication of an op-ed or letter to the editor maximises reach of the message. Both are more powerful than the press releases.

An Op-Ed serves many purposes. It can be a policy announcement or a defensive piece to explain a policy position. It can be a criticism for a policy or practice. Op-ed gives opportunity to express the view point without interpretation of the journalist or editor. It can persuade public opinion or change in policy. Sometimes an Op-ed itself becomes news. It must contain a strong argument or view point supported by fact and statistics.

Letters to editors are used for various purposes. It can be sent to media in response to a criticism in the media, publication of inaccurate information, missing fact in a story. It can also be sent to complain about particular news coverage in the media or to highlight a particular story. It provides expert opinion or additional information to a news story published in the media. Letters to the Editor should ideally contain maximum 250 words.

Advantages of Op-ed and Letter to the Editor

1. Opportunity to express views or position without interference of the reporter or editor. There is no chance of misquoting
2. Best way to explain a complex issue or clarify a criticism
3. If the issue is not getting media attention, it is the best way to revive the issue.
4. It can be published in name of an expert, giving third party credibility

Media Interview:

Interview is a Question-and-Answer session between a journalist and representative of the organisation or an individual. The representative can be senior functionary of the organisation or a designated spokesperson. Interview helps journalists in gathering in-depth information. This also provides opportunity to communicate a particular message, share information or clarify any issue through media. It can be either initiated by media or the organisation.

Reporters interview to gather information and do research. Even if they make a story based on a written study or official documents, they need to organise interviews to get more information, provide perspective, obtain quotes, and add interest. In other cases, interviews alone comprise the entire premise for an article. Sometimes the interview alone comprises the base of the article.


In most cases, the media invites an organisation representative or individual to appear in a talk programme or respond to key questions. This happens; when there is any issue related to the organisation or individual or the media needs expert view on some issues or journalist require detailed information on a particular issue. Sometimes, the PR professionals request the media to carry interview of the organisation representative or individual. This helps in disseminating the desired message or idea, or countering spread of any negative communication through media. The stakes are high when there is a media interview. If properly handled, it can help in disseminating message to the target audience and earn goodwill. Otherwise, it may give bad publicity, affecting reputation.

Different Types of Interviews:



- Telephone – Journalists conduct the interviews over the telephone.
- One on one – a face-to-face interview. These can be scheduled or impromptu. Only one media is involved.
- The News Conference – Held in a group set up. Multiple journalists ask question.
- The Scrum – impromptu gathering of media persons around some one persons, specially after the event or press conference,

When there is a request for interview either from media or the organisation is important to know the topic or issue. Similarly, knowing the media, journalist’s background, purpose and the programme helps in facing the media. Jargons and technical words should be avoided. Language should be easily understood by mass. The message can be repeated in different ways. Only facts need to be said, no wrong information. The interviewer must be Cooperative and Courteous with the journalist. There is no “off the record.” If you don’t want something published in media, don’t mention it.

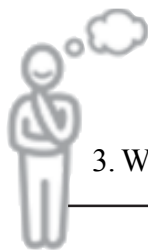
- Panel Interview –  when two or more people interview an individual or organisation representative.
- Satellite Interview – when the interviewer and interviewee are not together. Questions and answers are heard through earpieces, without seeing each other
- The Ambush – An unscheduled confrontational interview that occurs when suddenly catches a person or organisation.

Media FAM Trip

A familiarization trip, often referred to as a FAM trip, is an organised visit of journalists to project, site, factory or other activities for their personal observation and coverage in media. This gives opportunity for making the journalist understand and experience the topic and generate editorial coverage. Organisations often take media on FAM Trips to show their factory, facilities, new project, demonstration site or development sites. It is arranged to provide the journalists the opportunity to cover events or activity that are usually away from their hometowns.

Journalists are taken in a group of 5-15 for FAM Trip. They are given transport, lodging and boarding facilities. Arrangements are made to showcase the desired facility or activity. This can extend from one to two days.

While planning a FAM Trip, it’s important to select the journalists. Combining print and electronic media helps in generating good coverage. Circulating information about the participating journalists among the group members helps in breaking the ice faster. Before start of the trip, all the participants should be given backgrounder and briefing documents about the site or event they are going to visit. Story opportunities and ideas also could be suggested. The attendees should be given proper information about the programme schedule and logistics arrangements before start of the trip.



2.4 Check Your Progress:

3. Why media depends upon PR for news?

4. What are the major PR activities that help media to make News?

5. Why media relations is important?

6. What are important elements of a press release?

7. What is employee relations and how it helps organisations?



UNIT-3: ETHICAL & LEGAL ISSUES

3.0 UNIT STRUCTURE

- 3.1 Learning Objectives
 - 3.2 Introduction
 - 3.3 Ethical and legal issues
 - 3.3.1 Public Relations and ethics
 - 3.3.2 Public Relations and law
 - 3.4 Check Your Progress
-

3.1 LEARNING OBJECTIVE

The objective of this unit is to make you understand different laws and ethics related to public relations. Various code of ethics followed in public relations. What are the laws which are to be taken care of during practicing public relation.

After reading this unit you will be able to understand:

- Legal issues related to public relations
 - Different laws and code of ethics related to public relation
-

3.2 INTRODUCTION

Ethics is more than just obeying the law. It has more to do with morality than legality. Law and morality are related, but they are certainly not the same thing.

Every profession has a professional code of ethics. Since Public Relations is a public communication function having the power to influence public opinion, there is more requirement of ethical practice for PR Professionals. The historical trend of associating public relations with all things unethical – lying, spin-doctoring, and even espionage makes the critic argue that ‘PR Ethics’ is an oxymoron.

The modern public relations profession started with ‘the public be damned Era’. In the initial years, public relations focused on generating publicity at almost any cost. However, like any other profession, Public Relations has also grown up. With growth of the profession, need for ethical code of conduct also came up. In 1906, Ivy Lee, with his ‘declaring of principles’ promoted the practice



into “the public be informed” era with his emphasis on telling the truth and providing accurate information.

In 1960s, the profession became more ethical and socially responsible and introduced professional code of ethics, which is known as Code of Venice. This was adopted in 1961 by International Public Relations Association (IPRA). The Code ‘aimed at establishing accepted standards of professional ethics and behaviour in the field of Public relations to be adhered by all members of the association worldwide’. This was the first comprehensive code of conduct and formed the basis for similar codes of conduct adopted by many national public relations associations.

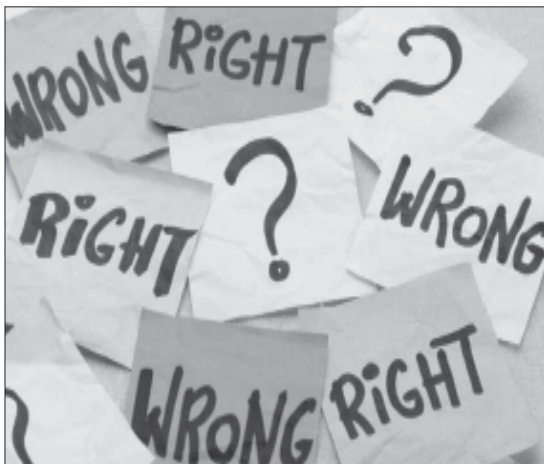
3.3 ETHICAL & LEGAL ISSUES

3.3. 1 Public Relations & Ethics

PRSI Code of Ethics

Public Relations Society of India (PRSI) has been set up in 1958 with headquarter at Mumbai with an objective to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function.

PRSI adopted International Code of Ethics for Public Relations at the First All India Public Relations Conference, New Delhi, April 21, 1968.



CONSIDERING that all Member countries of the United Nations Organization have agreed to abide by its Charter which reaffirms “its faith in fundamental human rights, in the dignity and worth of the human person” and that having regard to the very nature of their profession, Public Relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Chapter,

CONSIDERING that, apart from “rights”, human beings have not only physical or material needs but also intellectual, moral and social needs, and that their rights are of real benefits to them only in so far as needs are essentially met,

CONSIDERING that, in the course of their professional duties and depending on how these duties are performed, Public Relations practitioners can substantially help to meet these intellectual, moral and social needs,

And lastly, CONSIDERING that the use of techniques enabling them to come simultaneously into contact with millions of people gives Public Relations practitioners a power that has to be restrained by the observance of a strict moral code,

On all these grounds the Public Relations Society of India hereby declares that it accepts, as its moral charter the principles of the following Code of Ethics, and that if, in the light of evidence submitted to the Society, a member of this Society should be found to have infringed this Code in the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty.

Accordingly, each Member of this Society -

SHALL ENDEAVOUR

1. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under “Universal Declaration of Human Rights”;
2. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed, and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members;
3. To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact;
4. To bear in mind that because of the relationship between his profession and the public, his conduct - even in private - will have an impact on the way in which the profession as a whole is appraised.

SHALL UNDERTAKE

5. To observe, in the course of his professional duties, the moral principles and rules of the “Universal Declaration of Human Rights”;
6. To pay due regard to, and uphold, human dignity, and to recognize the right of each individual to judge for himself;
7. To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views;
8. To act, in all circumstances in such a manner as to take account of the respective interests of the parties involved: both the interests of the organization which he serves and the interests of the publics concerned;
9. To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employees, past or present and of all the publics that are affected by his actions.

SHALL REFRAIN FROM

10. Subordinating the truth to other requirements;
11. Circulating information which is not based on established and ascertainable facts;

12. Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity;

13. Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.

Global Protocol on Ethics in Public Relations

The Global Alliance provides sound guidance for member agencies on ethical behaviour through its Global Ethics Protocol on Public Relations, written in 2002. Member societies have incorporated the principles of this protocol in their own codes of ethics.

The Global Ethics Protocol contains, among other things, a declaration that members work to enhance the reputation of the PR business by remaining objective and by accepting a duty to a broader society than the client he or she represents.

Declaration of Principles

- A profession is distinguished by certain characteristics or attributes, including:
- Mastery of a particular intellectual skill through education and training
- Acceptance of a duty to a broader society than merely to one’s clients/ employers; Objectivity; and High standards of conduct and performance.

We base our professional principles, therefore, on the fundamental value and dignity of the individual. We believe in and support the free exercise of human rights, especially freedom of speech, freedom of assembly, and freedom of the media, which are essential to the practice of good public relations. In serving the interest of clients and employers, we dedicate ourselves to the goals of better communication, understanding, and cooperation among diverse individuals, groups, and institutions of society. We also subscribe to, and, support equal opportunity of employment in the public relations profession and in lifelong professional development.

We pledge:

To conduct ourselves professionally, with integrity, truth, accuracy, fairness, and responsibility to our clients, our client public’s, and to an informed society;

To improve our individual competence and advance the knowledge and proficiency of the profession through continuing education and research and, where available, through the pursuit of professional accreditation; and

To adhere to the principles of the Code of Professional Standards for the Practice of Public Relations.

CODE OF PROFESSIONAL STANDARDS

We are committed to ethical practices, preservation of public trust, and the pursuit of communication excellence along with powerful standards of performance, professionalism, and ethical conduct. Advocacy

We will serve our client and employer interests by acting as responsible advocates and by providing a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate. Honesty

We adhere to the highest standards of accuracy and truth in advancing the interests of clients and employers.

Integrity

We will conduct our business with integrity and observe the principles and spirit of the Code so that our own personal reputation and that of our employer, and the public relations profession in general, is protected.

Expertise

We will encourage members to acquire and responsibly use specialized knowledge and experience to build understanding and client/employer credibility. Furthermore, we will actively promote and advance the profession through continued professional development, research, and education.

Loyalty

We will insist that members are faithful to those they represent, while honoring their obligations to serve the interests of society and support the right of free expression.

CODE OF PRACTICE

We believe it is the duty of every association and every member within that association that is party to the Code of Professional Standards to:

Acknowledge that there is an obligation to protect and enhance the profession.

Keep informed and educated about practices in the profession that ensure ethical conduct.

Actively pursue personal professional development.

Accurately define what public relations activities can and cannot accomplish.

Counsel its individual members in proper ethical decision-making generally, and on a case specific basis.

Require that individual members observe the ethical recommendations and behavioral requirements of the Code.

Code of Venice

Code of Venice on professional conduct Adopted in 1961 and amended in 2009, the Code of Venice is an undertaking of professional conduct by members of the International Public Relations Association and recommended to Public Relations practitioners worldwide.

In the conduct of Public Relations practitioners shall:

Conduct towards Employers and Clients

1. Have a general duty of fair dealing towards employers or clients, past and present.
2. Not represent conflicting or competing interests without the express consent of those concerned.
3. Safeguard the confidences of both present and former employers or clients.
4. Not employ methods tending to be derogatory of another practitioner's employer or client.
5. Not, whilst performing services for an employer or client, accept fees, commission or any such consideration in connection with those services from anyone other than the employer or client without the express consent of the employer or client.
6. Not propose to a prospective client that fees or other compensation be contingent on the achievement of certain results nor enter into any fee agreement to the same effect.

Conduct towards the Public and the Media

7. Conduct themselves with respect to the public interest and with respect for the dignity of the individual.
8. Not engage in practice which tends to corrupt the integrity of any channel of communication;
9. Not intentionally disseminate false or misleading information.
10. At all times seek to give a faithful representation of the organisation which the practitioner serves.
11. Not create any organisation to serve an announced cause but which actually serves an undisclosed interest nor make use of any such existing organisation.

Conduct towards Colleagues

12. Not intentionally injure the professional reputation of another practitioner.
13. Not seek to supplant another practitioner with that practitioner's employer or client. Conduct related to digital channels of communication
14. Act in accordance with the above with special care when using the Internet and other digital media as channels of communication.

Sanctions

IPRA members shall, in upholding this Code of Venice, agree to abide by and help enforce the disciplinary procedures of the International Public Relations Association in regard to any breaching of this Code.

Though there are several PR Code of ethics, most of them are voluntary in nature. These are not mandatory as per law, but responsibility of every professional in this field. The ethical concept of truth and righteousness should be guiding principle for public relations function. According to CV Narasimha Reddi, 'If the key purpose of

public relations is to earn the goodwill of the public for an organisation, it is incumbent upon PR professionals to make decisions on dissemination of public information based on five considerations: truth, public interest (Stakeholders' interest), the professional standards, personal behaviour (ethical and moral values) and corporate culture. In his book he has introduced the Golden Triangle PR Ethical Model, which says Ethics in PR should be based on the principle of trinity; (1) Professionalism with standards of service and technical skills, (2) Ethics in Public Relations and (3) Corporate Ethics. These three values should go in unison for credibility and importance of PR as professional discipline. Certain practices as discussed below should be avoided to enhance reputation of PR Profession and the organisation/individual.

Paid News

Media, which is known as the fourth pillar of democracy, acts as a repository of public trust. All the news stories published in media are believed to be impartial, correct and trustworthy. Unlike advertisement, no one pays the media for publishing or broadcasting objective news.



However, some media organisations are publishing or broadcasting in favour of particular individuals or organisations or corporate entities for monetary considerations. They publish promotional content, which should be advertisement, in the disguise of news. This type of news is known as Paid News. In other words, 'paid news' is an advertisement in the shape of news.

The Press Council of India defines paid news as 'any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration'. Press Council of India's guideline says 'news should be clearly demarcated from advertisements by printing disclaimers, should be strictly enforced by all publications. As far as news is concerned, it must always carry a credit line and should be set in a typeface that would distinguish it from advertisements. But the difference between news and "paid news" is often unclear. Such news are given in such a way that the reader thinks these are editorial content. These are given in same font and style as news in the newspaper or Television. Such contents are mostly given by the organisation or individual who is paying for it or sometimes the journalists working in newsrooms can be asked to write up content to suit the advertiser's needs.

Private Treaties

Paid news affects the impartiality of media. It gives incorrect information to public hence hampers the capacity to form correct judgments and accurate opinions. As Paid news misleads the public as it



'Private Treaty' is an agreement between the media company and another non-media company in which the latter transfers certain shares of the company to the former in-lieu of Advertisements, space and favourable coverage. Private Treaties are another form of paid news and they militate against the rights of people to be informed accurately and truthfully.

is designed to achieve certain outcome by the entity which pays for it. Such news influences voters' behavior, thus it is a threat to democracy. Since it pushes advertisement as news, it destroys the soul of journalism - truth, fairness, objectivity, accuracy, responsibility and impartiality. As truthfulness is core of PR Code of ethics across the globe, such practice, which misleads public is unethical and morally wrong. Even the

Election commission of India has recommended to make Paid News as an Offence. Confusing or misinforming the mass will not only bring bad reputation to the organization or individual, it will also affect the credibility of the PR profession.

Envelope Journalism

Envelope Journalism is a term coined to denote the practice of bribing the journalist for favourable media coverage. The bribe is offered in hard cash or other material incentive to the journalist in order to get favourable editorial news coverage. It has been seen that journalists are given cash in envelope along with the press kit during corporate press events and press conferences. Reporters are often given money to suppress negative news or highlight positive news about a Company. Sometimes it is argued that the cash incentive is given for the time and energy the journalist spends for the story.



This practice is considered unethical because it affects neutrality of media. It is ethically, legally and morally wrong. Since media has significant influence on shaping public opinion, news stories generated through such means affects right opinion building. It may give short term PR mileage, but in long run it can make irreparable dent to the reputation of the organisation of individual. PR Professionals should not use such unethical tactics.

Paid Appearance

Paid Appearance is the practice of paying money to get an opportunity for appearing in a TV programme. Corporate Entities and politicians often use this technique to appear in popular TV Show, Panel Discussion, Talk Show or Interview Programme to promote their organisation or themselves. The Spokesperson or Senior Executive of the Company appears on behalf the Company as representative. Such practice promotes undeserving persons or organisations to be in popular TV Channel. Sometimes in place of person, products are placed in a popular news programme or TV Show to promote the product. The promotional message is covered as news, which gets higher credibility. The TV Programme delivers the message as a third party without mentioning about the paid appearance.

This is again an unethical practice. There is also a risk. If the public come to know about the payment made to the media, the credibility the organisation as well as the media is affected. Such practice should be avoided by a professional PR person.

Special Supplement

A Special Supplement is an additional publication by the newspaper or magazine with news and article on a particular theme or topic. This is distributed free with the main publication. Content in the special supplements is softer than that in main publication. These special supplements usually cover a particular topic or theme like real-estate, environment, banking etc and are published on a specific day or to mark a specific occasion or event like Durga Puja, Independence Day or Anniversary of the publication etc.



The primary purpose of special supplement is to attract advertisers. Hence these supplements cover promotional materials. For example, a special supplement on real-estate may cover articles about real estate trend in the region. It may also cover a feature article on a project by a particular advertiser and advertisement of real-estate companies. Similarly, a special supplement on health will cover articles on heart disease and below it an advertisement of Cardiology Speciality Hospital.

Handled properly and ethically, supplements could be a good PR vehicle. However, in some cases most of the contents in a special supplement is written by the advertisers, though it looks like written by the editorial staff of the newspaper. A General reader can hardly differentiate this and considers the promotional articles as editorial coverage. This is a breach of public trust and goes against the ethics of Public Relations.

3.3.2 PUBLIC RELATIONS AND LAW

Though there is no law specifically for Public Relations, like every other Profession a PR Professional works within the framework of the Constitution and laws of the land. Several Acts and Laws influence the practice of Public Relations. Let's discuss some important legal aspects a Public Relations professional should know.

The Law of Defamation:

Defamation is any false communication, either written or spoken, that harms a reputation of an individual person, organisation or product; reduces the respect regard of confidence in which the individual person, business or product, is held or induced hostile or disagreeable



opinion or feeling gains the individual person, business or product. Section 499 of the IPC defines what amounts to criminal defamation. It states defamation could be through words – spoken or intended to be read, through signs, and also through visible representations. These can either be published or spoken about a person with the intention of damaging reputation of that person or organisation. When it is spoken, it is known Slander and when printed words or images, it is called Libel. In other words, Slander is a false and defamatory statement by spoken words or gesture tending to harm the reputation of another. Libel is publication of a false and defamotry statement tending to hard the reputation of another without any lawful justification.

Defamation can both be a civil wrong and a criminal offence. Both are differentiated on the basis of the objects they seek to achieve. Under the civil law, the person defamed can move either the high court or trial court and seek damages in the form of monetary compensation from the accused. Civil defamation is based on the tort law, – an area of law which does not rely on statutes to define wrongs but takes from ever-increasing body of case laws to define what would constitute a wrong.

Criminal defamation is a bailable, non-cognizable and compoundable offence. Police can register a case and start investigation only after the court's permission. Under Indian Penal Code, someone held guilty of criminal defamation may face an imprisonment

of up to two years, with or without fine. Since it is a compoundable offence, the criminal court can drop the charges if the victim and the accused enter into a compromise to that effect.

Truth or justification and fair comment are the defences available in an action for defamation. If the statement is true and justified, no defamation suit holds good. In civil cases truth is the absolute defence and in criminal cases, it must be proved that the imputations was made for public good. Accusations censure or imputation made in good faith by person having lawful authority are exceptions.

Right to Privacy:

Right to privacy means ‘the right to be let alone; the right of a person to be free from unwarranted publicity; and the right to live without unwarranted interference by the public in matters with which the public is not necessarily concerned’. Right of Privacy is implicit in the Right to Life and Personal Liberty guaranteed by Article 21 of the Constitution that states that “No person shall be deprived of his life or personal liberty except according to procedure established by law”. Right to privacy can be invaded by:

- ◆ Intrusion: An entry without permission to a person’s physical confinement or private affairs.
- ◆ False Light: Publicity of information which is false or creates a wrong impression.
- ◆ Exposing private info: Publicizing personal facts about someone in public when such disclosure is highly offensive to the person.
- ◆ Appropriation: Use of someone’s name, voice, identity or likeness without consent which causes financial damage to the person.

PR Professional must be careful regarding disclosing personal information of employees or any individual, while publishing any document or material. If required, consent from the individual may be taken in writing before publication. Similarly, if a photo of individuals need to be used in advertisement or publicity material, it is advisable to take his/her consent. While responding to media queries, PR person should not disclose the personal information like salary, age, address and phone number of employee or any other individual.

Rumour

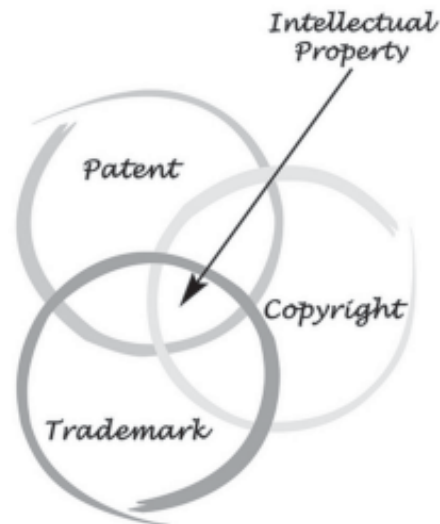
The Criminal Law (Amendment) Act 1961 provides for offence of making, publication or circulation in any notified area, of any statement, rumour or report which is or is likely to be prejudicial to the maintenance of the public order or essential supplied or service in that area or is prejudicial to the interest of the safety or security of India.

Intellectual Property Rights

Intellectual Property is the ideas and information in applied forms which are of commercial value. Like personal or physical property, Intellectual Property is an asset, so it can be sold bought, exchanged, licensed or donated. Also the owner of this property has has the tight to prevent unauthorised use or sale of this. Intellectual property is of different form – patent, copyright, Trademark and trade names and others like

industrial design, trade secret etc. Intellectual Property, as the name suggests, is a product of human intellect. It is intangible or incorporeal. Examples of intellectual property include an author’s copyright on a book, a distinctive logo design representing a company and its products, unique design elements of a packet, or a patent on the process to manufacture a product.

In India, Intellectual property rights is governed by Patent Act, 1970; Copyright Act, 1957 and Trade and Merchandise Act, 2003 and several other acts.



Patent Act

A Patent is a statutory right for an invention granted for a limited period of time to the patentee by the Government, in exchange of full disclosure of his invention for excluding others, from making, using, selling, importing the patented product or process for producing that product for those purposes without his consent. The patent holder has the legal right to exclude others from commercially exploiting his invention for the duration of this period. In return for exclusive rights, the applicant is obliged to disclose the invention to the public in a manner that enables others, skilled in the art, to replicate the invention. Invention, under the Patent Act, means “a new product or process involving an inventive step and capable of industrial application”. After expiry of the patent period the invention becomes a public property and be used freely by any one.

In the case of a product patent making, using, offering for sale, selling, or importing for these purposes, the product in India without the permission of the patentee amounts to infringement. Similarly in case of process patent using, offering for sale, selling or importing for these purposes the product obtained directly by that process in India without the permission of the patentee becomes infringement. Remedies against infringement of a patented invention include an injunction with to prevent the infringer form any further use and award damage to the patent owner or payment of royalty to the patent owner for further use.

Copyright Act

Copyright is the exclusive right granted by the law to protect intellectual property like literary, artistic, musical material for a fixed number of years or for the lifetime of the person who has originally produced it. Unlike privacy constitution specifically gives copyright protections. Copyright protection applies from the moment the work is produced.



Under the (Indian) Copyright Act, 1957, the following work has been protected:

- ◆ Artistic work including a painting, a sculpture, a drawing (including a diagram, map, chart or plan), an engraving, a photograph, a work of architecture or artistic craftsmanship, dramatic work,

- ◆ literary work (including computer programmes, tables, compilations and computer databases),
- ◆ musical work (including music as well as graphical notation),
- ◆ sound recording, and
- ◆ cinematograph film

Copyright owner or his/her authorised agent can assign or license the copyright in his / her work. For original literary, dramatic, musical and artistic works, the duration of copyright is the lifetime of the author or artist, and 60 years counted from the year following the death of the author, whereas this is protected for 60 years which is counted from the year following the date of publication in the case of cinematograph films, sound recordings, photographs, posthumous publications, anonymous and pseudonymous publications, works of government and works of international organizations.

The Copyright Act 1957 provides three kinds of remedies - administrative remedies, civil remedies and criminal remedies. The administrative remedies provided under the statute include detention of the infringing goods by the customs authorities. The civil remedies are provided under Chapter XII of the Copyright Act 1957 and the remedies provided include injunctions, damages and account of profits. The criminal remedies are provided under Chapter XIII of the statute and the remedies provided against copyright infringement include imprisonment (up to 3 years) along with a fine (up to 200,000 Rupees).

Public Relations professionals must get permission from the owner of any work for using, reproducing or displaying publically.

Trade and Merchandise Act

Trademark is a symbol, logo, word, sound, colour, design or other device that is used to identify a business or a product in commerce. According to the Trade Marks Act, 1999, “trademark means a mark capable of being represented graphically and which is capable of distinguishing the goods or services of one person from those of others and may include shape of goods, their packaging and combination of colours”. A Trade Mark identifies the product of its origin, guaranties its unchanged quality, advertises the products and creates an image for products.

Trademark infringement typically occurs when a person uses a trademark which may be either a symbol or a design, with resembles to the products owned by the other party. Infringement may occur when the infringer uses a trademark which is identical or confusingly similar to a registered trademark owned by another person, in relation to products or services which are identical or similar to the products or services which the registration covers.

There are mainly two classes of Offences relating to Trademarks. These are (a) Falsification of Trademark and (b) Falsely applying the trademark to goods or services. The punishment for the above offences shall not be less than 6 months imprisonment which may extend to three years and a fine which shall not be less 50,000/-, but may extend to Rupees Two Lakh. Wherever the court proposes a lower punishment than

the minimum, it has to record, adequate and special reasons for the same. However second and subsequent offences shall be more severely punished.

PR should protect the use of Trademark when promoting a organisation, product or service. It is the responsibility of PR to ensure that no person or business is using its trademark as its own, and it should monitor its use by the media. Distortion or alternation of trademark in print should also be monitored by PR professional of the organisation.

Consumer Protection Act

Consumer is the purpose and most powerful stakeholder in business. Consumer Protection Act 1986 protects the interest of the consumers. It prohibits false representation of the standard quality, style or grade of good or service. According to the Act the basic rights of consumers include:

- ◆ Right to be protected against marketing of goods and services which are hazardous to life and property.
- ◆ Right to be informed about the quality, quantity, standard and price of goods or services so as to protect the consumer against unfair trade practices.
- ◆ Right to be assured, wherever possible, access to variety of goods and services at competitive prices.
- ◆ Right to be heard and to be assured that consumers interests will receive due consideration at appropriate forums.
- ◆ Right to seek redressal against unfair trade practices.
- ◆ Right to consumer education.



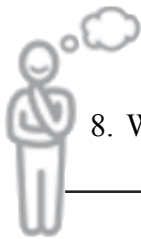
Safeguarding interest of the consumer is the responsibility of a PR professional morally and legally. A public relations professional must not endorse a poor quality product. Before propagating a product or campaigning for its promotion, PR person must be assured about the quality and the norm prescribed by the Consumer Protection Act. Information related to quality, purity, potency, standard method of use etc of the commodity is right of the Consumer. Any false communication may land in legal trouble for the organisation, affecting its reputation and credibility.

The Act gives enough power to the consumer courts at district, state and National level to safeguard interest of the Consumers. If a defaulter does not appear in court despite notices and reminders, the court may decide the matter in his absence. The

forum can sentence the defaulter to a maximum of three years' imprisonment and impose a fine of Rs. 10,000. Forums can issue warrants to produce defaulters in court. They can use the police and revenue departments to enforce orders.

Other Legal Issues

Besides above laws, a PR person should have knowledge of the laws and regulations governing corporation. Message of risk and their consequences in investment of stocks must be mentioned in the public issue related press releases. As per SEBI regulation, the annual report must include audited financial statements, profit and loss account, Company's financial performance and a brief description of the company's business product or services. Press releases on mutual funds scheme must carry a sterner message to read the 'offer document' carefully before deciding to invest money in the offer. Since Social Media has significant influence on today's PR practice, awareness about legal aspects of social media (dealt with in IT Act 2010) is also important.



3.4 Check Your Progress:

8. What is Paid News?

9. How a PR Person should deal with trademark?

Unit-4 CORPORATE COMMUNICATION

4.0 UNIT STRUCTURE

- 4.1 Learning Objectives
 - 4.2 Introduction
 - 4.3 Understanding Corporate Sector
 - 4.4 Principle & Concept of Corporate Communication
 - 4.5 Crisis Communication
 - 4.6 Corporate Social Responsibility
 - 4.7 Check Your Progress
-

4.1 LEARNING OBJECTIVE

In this unit we shall discuss about the corporate communication. We shall get to know what is a corporate sector and various principles of corporate communication.

After reading this unit we will be able to understand:

- Concept of Corporate Communication
 - How to manage a crisis(Crisis Communication)
 - and what is Corporate Social Responsibility(CSR)
-

4.2 INTRODUCTION

Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethic. Corporate Communications help organizations explain their mission, combine its many visions and values into a cohesive message to stakeholders. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organization.

4.3 UNDERSTANDING CORPORATE SECTOR

Corporations are the most common form of business organization across the globe. A corporation is a legal entity that is distinct from its owners and enjoys most of the rights

and responsibilities that an individual possesses. Corporate sector significantly contribute to Indian economy. With falling contribution of Agriculture Sector, Corporate Sector is becoming the backbone of Indian Economy. Economic Reform and liberalisation of Indian economy in 1991, changed the influence and role of Corporate Structure in India.

In India, Corporate Sector includes all the companies registered under the Company Act 1956 or Company Act 2013. Since corporate sector is an important instrument of growth of the economy and society, development of this sector is facilitated and encouraged by the Government. It is to be noted that there are about 14 Lakh Companies are registered in India out of which about Eight Lakh companies are in operation (till March 31, 2014).

Indian corporate sector is of two type; Government Owned, where a majority if share is owned by the Government and private sector, where the majority of share holders are private entities or individuals. Government Sector or Corporations owned by Government are mainly in the basic, heavy and capital intensive industries whereas the private sector is predominantly in industries which cater to the consumer markets directly. However, this trend is changing with liberalisation of economy and change in FDI norms by the Government. Private limited companies are small and closely held whereas the public limited are large and widely held.

The purpose of a corporate sector is business to maximize profit. The success of a Company depends upon the profit it makes. They make product or offer service to fulfil social and consumer need.

In India, the ownership of Corporate Sector is concentrated in the hands of domestic individuals and promoter groups, multinational parents, or the Government. Families and individuals hold majority of share in several large companies, like Reliance or Vedanta group. In public sector Corporations like ONGC, BHEL or NALCO, Government is the majority share holder. Most these large corporations were set up by government during the pre-liberalisation era. Foreign Companies who are having business in India own controlling share in their Indian Business. There are very few companies in India like L&T or Infosys, whose ownership is not concerted with a family or individual. The Board of Directors of a company is central to its decision making and governance process.

A public company is a company which is owned and traded publicly. A private company is a company which is owned and traded privately.

Most Companies start out as private company and when they require more capital for business, they go to market to raise capital by giving out share to the public. These shares denote fractional ownership of the company. For example, if the company lends out a total of 1 million shares and you own 10 thousand shares, then you own 1% of the company's assets.



In current socio-economic scenario, Public Relations has a significant role in business and success of any Corporation. By establishing effective relationship with its various stakeholders and facilitating transparent information sharing PR can help in building and managing reputation of the Corporation thus supporting its business. At the time of crisis PR can help in minimizing damage to its reputation. Major public for a Corporation can be divided into two groups internal and external.

The internal public of a Corporation include:

- a) Shareholders / Owners / Investors: Shareholders are the legal owners of the Company and deserve fair treatment, statutory information and clarification against any market speculation.
- b) Employees: Employees are the backbone of the Company and should be updated about company vision, policy, future plan, management changes etc
- c) Suppliers and vendors: Suppliers and vendors are business associates of the company who provide raw material and equipments to the Company.
- d) Distributors / Dealers / Retailers: Distributor / Dealer / Retailers are face of the Company and the products or services to the clients. They should be informed and motivated about the product, product features, marketing schemes etc.
- e) Other Associates: Other Associates include promoters, management consultants, lawyers, auditors, friends and family members of employees and directors. Annual Report, Brochure and other information about the company should be shared with them.

The external public of a Corporation include:

- a) Consumer / Customers: Consumer or Customer is the purpose of the business. Customer education, market research, public opinion polls, customer satisfaction level, after sales service is must for the Company
- b) Community: Community gives the social license to operate. An effective relationship should be maintained through participation in socio-cultural activities, providing need based social services and infrastructure building and other methods
- c) Mass media: As discussed earlier, Media gives mass exposure to the Company activities. Effective relationship should be developed and nurtured with media outlets and journalists.
- d) Government: PR should carve out a positive image about the company among the Politicians and Bureaucrats, who are important for various regulatory clearances.
- e) Financial Institutions: Banks and financial institutions provide the life blood to the business. A good relationship can be developed with them through sharing progress report, annual report, technical and financial collaborations, organising site visits etc
- f) Action Groups: These are the activist group who try to achieve changes relating to a particular situation or help a particular group. They enjoy high credibility,

power and influence on masses. They should be handled through educating about Company's social and environmental concerns and activities.

- g) General Public: they are the ultimate public of PR.

Corporations though always appreciated for their positive contribution, often criticised for their negative cost of production. For example, though a thermal power company is praised for generating electricity, it is criticised for the environmental damage because of electricity production. Societal expectation is also increasing due to several factors. Ethical and Responsible behaviour of the Corporations along with equitable relationship between the Corporations and Community has significant impact on overall Corporate Image. An effective PR strategy can further enhance this image, making it a respected corporation.

4.4 PRINCIPLES & CONCEPT OF CORPORATE COMMUNICATION

Communication is at the heart of organizational performance. It is the bridge that links an organisation with stakeholders both internal and external. Success of any Corporation depends upon how efficiently it communicates with its stakeholders. Until 1970s, the term 'public relations' was in use to describe communication with stakeholders. However, the 'Public Relations' function in most companies was centred on media relations, i.e. communication with press. When the need for communicating with other external and internal stakeholders increased, the concept of 'Corporate Communication' came up. Public Relations became part of this larger communication function that involves integrating all communication activities by the Corporation. It is about managing all internal and external communication of the Corporation. Though many people use the term 'Corporate Communication' and 'Public Relations' interchangeably, the former includes advertising, marketing communication, internal communication and public relations. Many large companies prefer to use 'Corporate Communication' for their communication function. It helps the company to contact with its customers, suppliers and other elements both internal and external of the organization.

Corporate communication is the communication issued by a corporate organization, body or institute to all its stakeholders who can be both internal publics (employees and investors) and external publics (suppliers, financiers, consumers, government officials, media professionals, local community, etc). An organization needs communicate the same message to all of its stakeholders in order to transmit coherence, credibility and ethics. The corporate communication helps the organisation to build its message, combining its vision, mission and values and will also support the organization by communicating its message, activities and practices to all of its stakeholders.

The word 'corporate' originally stems from the Latin words for 'body' (corpus) and for 'forming into a body' (corporare), which emphasize a unified way of looking at 'internal' and 'external' communication disciplines. That is, instead of looking at specialized disciplines or stakeholder groups separately, the corporate communication function starts from the perspective of the 'bodily' organization as a whole when communicating with internal and external stakeholders, according to Christensen.

Corporate communication is the set of activities involved in managing and orchestrating all internal and external communication aimed at creating favourable point-of-view

among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public. Corporate communication helps organizations explain their mission; combine its many visions and values into a cohesive message to stakeholders. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organization.

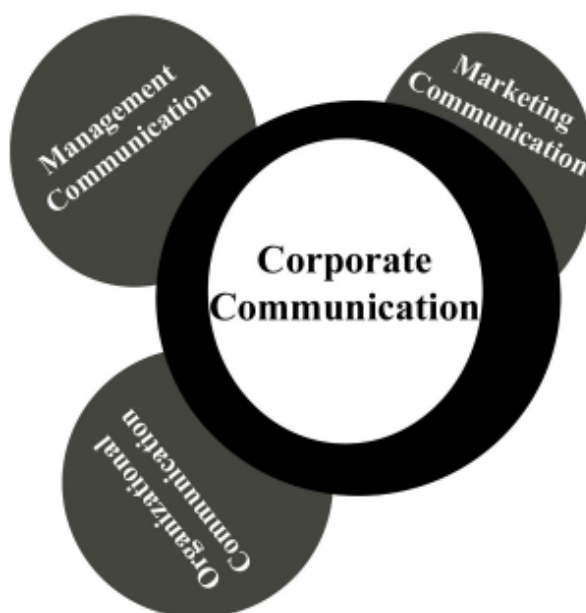
Argentini noted that corporate communication is a management function that offers a framework for effective coordination of all internal and external means of communications with the overall purpose of establishing and maintaining a favourable reputation with stakeholder groups upon which the organization is dependent. Corporate communication is also an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible, so as to create a favourable basis for relationships with groups upon which the company is dependent.

Clutterbuck define the term corporate communication can be defined as ‘the set of activities involved in managing and orchestrating all internal and external communication aimed at creating favourable starting points with stakeholders on whom the company depends. Corporate communication consists of the dissemination of information by a variety of specialists and generalists in an organization, with the common goal of enhancing the organization’s ability to retain its license to operate’.

Van Riel defines corporate communication as “an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible with the overall objective of creating a favorable basis for relationships with groups upon which the company is dependent”. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organization. A corporate communication structure is a system which enables organizations to strategically orchestrate all types of communication within and outside the organization. The term ‘corporate communication’ is widely used in practice to describe the management function which is vital for the peaceful coexistence and development of the organization in the competitive business world.

Cornelissen defines corporate communication as “The management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups upon which he organisation is dependent”.

As given in above definitions, Corporate communication is characterized as a management function and encompasses all



organizational communication activities directed at different stakeholders including media relations, public affairs, internal communication, image building, event management, reputation building, customer relations, community relations, government relations, dealer relations and so on.

There are three categories of communication in a corporate:

(1) **Management communication** implemented by senior managers for planning, organizing, supervising, coordinating and monitoring. It is useful to develop a shared vision within the organization, gain and maintain trust in corporate leadership, enable and manage change processes and, finally, help employees to grow professionally.

(2) **Organizational communication** includes heterogeneous communication activities: public relations, public affairs, CSR communication, investor relations, communication with the labour market, corporate advertising and internal communications.

(3) **Marketing communication** encompasses commercial communication activities developed to support the sale of goods and services. It typically includes the promotional mix: advertising, direct mail, personal sales and product sponsorship.

Corporate identity, image and reputation; the integration of verbal and behavioral activities; and the relation between the organization and its stakeholders are the core themes of corporate communication.

In today's dynamic business environment, Corporate communication plays a key role in the management of organizations. With responsibility of managing relationships with the organization's stakeholders, corporate communication contributes in enhancing the corporate reputation and facilitating business decisions. It also steers the organizational identity processes at the heart of corporate branding. It therefore contributes to the management of the organization's reputation capital, a key factor influencing the ability of an organization to attract strategic resources. Managing Corporate Communication effectively has become significantly important for Organisations.

Strategic corporate communication help a business achieve business objectives. Credibility is the foundation upon which corporate communication is built. Unless it is believed, a message has no worth. Since Communication is a two-way process, feedback mechanisms must be part of every communication. Organisations should communicate beyond formal requirements, keeping it clear regular, transparent and consistent. Ten Principles of Communication according to Bishop, include

1. Clarity includes using language that is understandable for the receiver,
2. Relevance means actively having communication make connections to the receiver's interests,
3. Timeliness involves providing information quickly and providing enough time for input;
4. Consistency is making sure messages are in line with the organization's values and actions
5. Truthfulness is about exemplifying accuracy as a standard of professional behaviour;
6. Being fundamental is about more than just being factually correct, encompasses disclosing central issues rather than peripheral information.

7. Comprehensiveness means including the context, meanings, and implications of the issue in question, ensuring there is no deception, and that communication can lead to genuine understanding.
8. Accessibility specifies that information should be readily available to all parties involved, encouraging feedback and dialogue;
9. Care means to express concern for the opinions and feelings of everyone.
10. Responsiveness to feedback assures that communication is two-way, equal, and adaptable.

These ten characteristics provide a guideline for an organization in its corporate communication practices. In today's world of consumers demanding more transparency and openness, these principles are increasingly relevant.

Corporate Communication may be costly, but not communicating with stakeholders can be costlier. It is the responsibility of corporate communication professionals to find cost-effective and creative solutions to solve complex communications challenges. Corporate Communication is a management responsibility. Corporate communication professionals supports leaders by serving as consultants, facilitators and resource partners. Successful companies practice open and honest communications with all their key audiences.

4.5 CRISIS COMMUNICATION

A crisis is a major occurrence or event with a potentially negative outcome affecting the organization, company, or industry, as well as its publics, products, services, or good name. A crisis interrupts normal business operation and can sometimes threaten the existence of the business. A crisis can be a strike, terrorism, fire, a boycott, product tampering, product failure, or numerous other events. Any organisation may face crisis, irrespective of its size. Crisis not only affects the smooth functioning of the organization but also pose a threat to its brand name.

Crisis is more serious than a 'problem'. It arises in short notice and triggers feeling of threat among its stakeholders. The communication scholar Timothy Coombs defines crisis as "the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes". Fearn-Banks define crisis as a major occurrence with a potentially negative outcome affecting an organization, company, or industry, as well as publics, products, services or good name. It interrupts normal business transactions and can sometimes threaten the existence of the organization. According to Mitroff & Anagnos, Crisis is 'an event that affects or has the potential to affect the whole of an organization. Thus, if something affects only a small, isolated part of an organization, it may not be a major crisis. In order for a major crisis to occur, it must exact a major toll on human lives, property, financial earnings, the reputation, and the general health and wellbeing of an organization'. It is 'a specific, unexpected and non-routine organizationally based event or series of events which creates high levels of uncertainty and threat or perceived threat to an organization's high priority goals', according to Seeger, Sellnow, & Ulmer.

In most definitions three elements are common; these are a threat to the organisation, the element of surprise and short decision time. A crisis is characterised by unexpected,

uncertainty, non-routine, a breakdown in normal functioning and potential to damage the image and reputation.

Effective Communication with various stakeholders helps in managing crisis and reducing damage to the reputation. It shapes the public perception about the organisation and the crisis. Crisis Communication can be defined as interaction, dialogue, or conversation between an organization and its public and stakeholders to address a crisis situation. It is about collection, processing, and exchange of information between the organisation and its public before, during, and after the crisis occurrence. In pre-crisis period, crisis communication revolves around collecting information about potential crisis and its management. During crisis, the role of crisis communication is to collect information for the management and prepare as well as disseminate appropriate message for various stakeholders. Post-crisis involves reviewing the crisis management effort and providing follow-up crisis messages.

In addition, crisis communication is a part of the crisis management process, which details a strategic plan and procedure for recovery for an organization that has suffered a negative impact as a result of a crisis and helps the organization to control the damaging situation.

Information that is regular, accurate and complete helps in reducing uncertainty, limiting the risk of too many external players becoming involved, and avoiding damage to the organisation's reputation and credibility. The organisation has to respond immediately, accept responsibility, restore credibility, go the extra mile, be tolerant and display empathy when experiencing a crisis, and display prompt reaction to avoid the development of rumours.

Media has a critical role in setting agendas and in determining outcomes of a crisis. In media perspective, Crisis news is always good story. When there is a crisis, the perspective of media reporting about the organisation changes. In normal times the media focuses on central functions of the organisations and

TYPES OF CRISIS



1. **Natural disasters:** acts of nature such as cyclone, earthquake or flood.
2. **Rumours:** false and damaging information being circulated about you organization.
3. **Workplace violence:** attack by former or current employee on current employees on-site.
4. **Product Tampering/Malevolence:** external agent causes damage to the organization.
5. **Challenges:** stakeholder claim that the organization is operating in an inappropriate manner.
6. **Technical error accidents:** equipment or technology failure that cause an industrial accident.
7. **Technical error product harm:** equipment or technology failure that cause a product to be defective or potentially harmful.
8. **Human-error accidents:** industrial accident caused by human error.
9. **Human-error product harm:** product is defective or potentially harmful because of human error.
10. **Organizational misdeed:** management actions that put stakeholders at risk and/or violate the law.

news about business, profit, product launch, share price, etc dominate the coverage. But in times of crisis media judges the organisations in a social-ethical perspective. This changed perspective gives negative tone to news reports about crisis situation. Many People learn about the crisis from media reporting. The way the crisis is covered in media, shapes the public opinion about the crisis and organisation. Underestimating impact of media coverage about crisis and not responding to media can be catastrophic for the organisation. A false reporting in media may severely damage reputation of the organisation. It has been seen that media is more interested in sensationalising the crisis with interest in wrongdoing, blame and possible damage. It plays to the gallery and emotion. In the era of 24x7 news, media reports whatever it hears from different sources, irrespective of credibility. This further twists the story with wrong reporting. Hence, being proactive in sharing factual information with media is always helpful. If the media hears the story from other stakeholders, it puts the organisations in a defensive position. “No Comment” approach by the crisis affected organisation further increases media suspicion. Media infers that the organisation is misleading and hiding information.



The first communication about crisis is critical, because it can affect subsequent communications. Organisations should be proactive and prompt in responding to crisis. It is always advisable to engage one or more spokesperson(s) to speak to media during crisis to maintain uniformity in communication. The spokesperson should be a senior executive of the organisation or a person having expertise about the issues.

If journalists are not responded quickly, they may turn to other sources for information, which may not be true. Media will definitely fill the information vacuum. Absence of organizational spokespersons will not prevent journalists from reporting the crisis. The best approach to handle media is to be honest and proactively provide accurate information about bad news. Winning their trust is important. They will be happy, if backgrounders, photographs and footages of the crisis site can be provided. A spokesperson should be engaged to brief the media about the crisis, proactively and promptly. A set of Questions and Answers should be prepared along with the message to communicate, before facing the media.

Wrong reporting by media should be corrected with rejoinders or discussion with the editor/correspondent of the media. No rejoinder should be given, if negative news is true.

4.6 CORPORATE SOCIAL RESPONSIBILITY

Now-a-days, corporate social responsibility (CSR) has got significant importance in overall business context. Business leaders across the globe agree that CSR is important for Business. In India, after implementation of new Companies Act 2013 in India, CSR has been mainstreamed in Indian Business, especially in case of large Corporate Organisations.

Though the concept of Corporate Social Responsibilities has emerged from philanthropic activities by the Companies such as charity work, relief support, donation etc, it has evolved to include concepts like corporate governance, corporate sustainability, corporate citizenship etc. Some of the definitions of CSR are given below:

According to the World Business Council for Sustainable Development (WBCSD), “Corporate Social Responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large”. As per UNIDO definition, “Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line-Approach”), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that”.

Philip Kotler and Nancy Lee define CSR as “Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources”. As per Indian Institute of Corporate Affairs, “Corporate Social Responsibility (CSR) is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. It is in fact a concept whereby companies integrate social, environmental and economic concerns in their business operations and interaction with their stakeholders on a voluntary basis”.

In broader sense, CSR can be defined as a strategic business activity that benefits the society. It is about the relationship between the Corporation and its stakeholders, which can be government, local administration, consumers, suppliers, civil society, workers/employees and individual citizens. This is also about relationship between the Company and the Society around its operation.

The growing emergence of CSR is notable because it gives no financial benefits to the Corporation. Though there has been no direct link between Company’s CSR Activities and financial performance, it is observed that Companies with better CSR record



attract public goodwill which in turn helps in building corporate reputation and managing adverse situations. It plays an important role in managing business risks. Though many studies conclude that CSR has less tangible financial return, it produces considerable return when viewed through an insurance lens.

Some sociologists view CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a 'business model' and a 'risk management' device, often with questionable results.

Today, the concept of CSR goes beyond charity or philanthropy and requires the company to act beyond its legal obligations and to integrate social, environmental and ethical concerns into its business process. Business for Social Responsibility defines CSR as "achieving commercial success in ways that honour ethical values and respect people, communities, and the environment".

In India, roots of CSR dates back to the philanthropic activities by various persons, organisations and business houses. As per demand of changing time, CSR moved to institutional building and community development various projects. The Companies Act, 2013 brought CSR to the forefront with its disclose or explain mandate, promoting greater transparency and disclosure. As per the Act, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities. It has set up a rule that specifies the type of activities which will be considered under CSR.

Business does not operate in isolation; it is a part of the society. Thus Business has a responsibility towards its stakeholders and society at large that extends beyond its legal and enforceable compliances.

CSR is a commitment by the company to its stakeholders to conduct business in economically, socially and environmentally ethical, transparent and sustainable manner that is ethical and transparent. The ultimate aim of CSR is not only complying with social and environmental law but also to create a positive impact on society and contribute to a positive relationship with stakeholders.

Though CSR has become a full fledged function on its own, the stakeholder approach links this with Public Relations. Both the activities focus on stakeholder relationship. In many organisations, PR Professionals use CSR as a tool for building relationship with various stakeholders and earning positive image among them.

Communicating about CSR is as important as practicing CSR to create a positive reputation. Media is one of the best platforms to inform, aware and motivate the people at large. From being a mere source of information and communication, it acts as a bridge between the Corporation and general public.

In media, CSR is viewed as a positive contribution by the Corporate Organisations to the society and hence CSR stories often get positive coverage. However, there is a low preference for CSR topics compared to other news topics. It is seen as a soft news unlike business topics like financial performance, product launch or market reach. The low preference for CSR topics can be attributed to several factors. One of the major factors is lack of understanding about CSR among the journalists. Though they like CSR as a good practice, they don't have the knowledge about the global and local development about CSR. Second reason is CSR news is covered as an additional topic. There is hardly any reporter who has CSR beat. Third reason is CSR Stories are usually not immediate and a reporter can cover this at any point of time.

According to 'Good News and Bad' report by SustainAbility, the mainstream news has a tendency to focus on events rather than trends and liking to cover negativity, conflict and drama in their news reporting. Sensationalism and Celebrity news is a favourite choice for media. In this context, the news related to CSR does not fit the media preference. Also the difficulty of quantifying and measuring progress on issues such as the environment, sustainable development, social development and human rights makes it complex for journalists to report CSR performance.



CSR Activities as prescribed under Schedule VII of Companies Act, 2013

- ◆ Objective to efface the daily life segments including poverty, malnutrition and hunger while enhancing the standard of living and promoting the facets of better health care and sanitation.
- ◆ Initiative to promote the different segments of education including special education and programs to enhance the vocation skills for all ages like children, women, elderly and conducting other livelihood enhancement projects.
- ◆ Aim to bring the uniformity in respect of different sections of the society to promote gender equality and other facilities for senior citizens and developing hostels for women and orphans and taking initiative for empowering women and lowering inequalities faced by socially and economically backward groups.
- ◆ Elevate the segment of flora and fauna to bring the ecological balance and environmental sustainability in respect of animal welfare, conservation of natural resources and agro forestry while maintaining the quality of air, water and soil.
- ◆ Enhancement of Craftsmanship while protecting art and culture and measures to restore sites of historical importance and national heritage and promoting the works of art and setting up of public libraries.
- ◆ Steps to bring worthy to the part of war widows, armed force veterans and their departments.
- ◆ Sports programs and training sessions to enhance the level of rural sports, nationally recognized sports, Paralympic sports and Olympics sports.
- ◆ Favouring to Prime Minister's National Relief Fund and contribution to other fund set up by the central government to promote socio-economic development and welfare of the schedule castes and Schedule Tribes and for supporting backward classes, minorities and women.
- ◆ To uplift the technology of incubator that's comes under academic institutions and which are approved by the Central Government.
- ◆ Introducing varied projects for Rural Development.

Types of CSR News Coverage

Press Release News: Most of the CSR news report is sourced directly from the Organisation's PR department. On any CSR activities, the Corporate Organisation issues a press release and the reporter / media covers the story as per the release. Such reports are generally linked with an event associated with CSR activities of the Company. In this case, the journalist has hardly any time or cost to authenticate the Company pronouncement.

Feature Stories: The process and achievements of CSR stories are covered in depth as feature stories in media. Such news highlights the Company's effort and positive outcome for the community. Feature stories on CSR are aimed at encouraging others



to take up similar activities. Source for such news is mostly the Company practicing the CSR activity, though it can be independently reported by the journalists.

Supplement Coverage: The special promotional supplements published by the newspapers often carry feature stories of specific companies. These stories are often paid news, as the story is published as complementary to the advertisement released to the newspaper or as advertorials. The Source for such news is again the Company.

Both the audience and the journalists are always interested to read/listen and report issues related to big, noisy and immediate threats. Hence CSR news becomes a soft news for both media and the audience. The media companies see CSR news as a source of revenue and hence marketing department has more control over such news.

Triple Bottom Line



Triple Bottom Line (TBL) works on the assumption that the corporation is a member of the moral community, and this gives it social responsibilities. The TBL is an accounting framework that argues to measure their success of business on the basis of three perspectives: people, planet and profits. The performance in each category represents their perceived commitment to their stakeholders, the natural environment and their economic profits, respectively.



4.7 Check Your Progress:

10. What are the internal public for a Corporation?

11. Define Corporate Communication?

10. What are the internal public for a Corporation?

11. Define Corporate Communication?

12. What are the types of Communication within an Organisation?

13. What is Crisis Communication?

14. How Media Reports Crisis?

15. Define CSR?

16. How CSR News is covered in Media?



LET US SUM UP

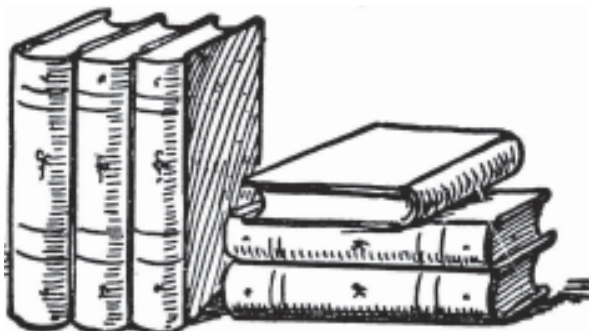
- ☛ Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.
- ☛ As a management function, Public Relations plans and implements strategy and activities to influence public opinion or public reaction about an entity that can be an individual, a group, an idea, a product or an organization.
- ☛ Major Roles of Public Relations Management are Communication Management, Reputation or Image Management, Issues Management, Crisis Management, Relationship Management, Media Relations and Strategic Management
- ☛ PR professionals push their message in media through selective and tactical interaction with media. They identify the interest of the journalist and importance of the media and accordingly package the information for the journalist.
- ☛ Major PR Sources for Journalists are Official Publications, PR Events, Expert Opinion and PR Meetings
- ☛ Important PR tools are Oral Communication, Media relations, Newsletter, Special Events, Speaking Engagements, Sponsorship, Employee relations, Community Relations and Social Media
- ☛ Media relations is the systematic, planned, purposeful and mutually beneficial relationship between a public relations practitioner and a mass media journalist.
- ☛ Developing effective relations with the media is important because publicity in media influences the public opinion and image about an individual, organisation, product or services. Regular positive media coverage enhances the organization's reputation.
- ☛ The Press Council of India defines paid news as 'any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration'.
- ☛ Though there is no law specifically for Public Relations, like every other Profession a PR Professional works within the framework of the Constitution and related laws. Several Acts and Laws influence the practice of Public Relations.
- ☛ Corporate communication is a management function that offers a framework for effective coordination of all internal and external means of communications with the overall purpose of establishing and maintaining a favourable reputation with stakeholder groups upon which the organization is dependent..

- ☛ Corporate identity, image and reputation; the integration of verbal and behavioral activities; and the relation between the organization and its stakeholders are the core themes of corporate communication.
- ☛ Effective Communication with various stakeholders helps in managing crisis and reducing damage to the reputation.
- ☛ The first communication about crisis is critical, because it can affect subsequent communications. Organisations should be proactive and prompt in responding to crisis. The best approach to handle media is to be honest and proactively provide accurate information about bad news. Winning their trust is important.
- ☛ Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. In broader sense, CSR can be defined as a strategic business activity that benefits the society.
- ☛ There is a low preference for CSR topics in media compared to that for other news topics. It is seen as a soft news unlike business topics like financial performance, product launch or market reach.

FURTHER READINGS



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ANSWERS TO CHECK YOUR PROGRESS

Answer to Question No.1: For a School, the possible public can be its students, their Parents, teachers and employees, government, school board, media and general public.

Answer to Question No. 2: PR played an important role in building and managing corporate reputation. The Major Roles of Public Relations Management are Communication Management, Reputation or Image Management, Issues Management, Crisis Management, Relationship Management, Media Relations and Strategic Management.

Answer to Question No. 3: Public Relations helps media in making information accessible for journalists, facilitating understanding about the topic. Resource constrain and advertisement support also forces the media to depend upon PR for news.

Answer to Question No. 4: Official publications and documents like press release, special reports, annual reports and press kit PR Events such as Press Conferences, Briefings, Guided tours, product launch events and managed events facilitate journalist's access to information to make news. Response or Expert view and PR meetings also generate news in Media.

Answer to Question No. 5: Media plays a critical role in shaping image of an organisation or individual before the public. Media Relations is an important part of Public Relations Function because Media has a significant influence in forming public perception and opinion. A positive news coverage has higher credibility in comparison to paid advertising. Also the cost of coverage in the news media is substantially lower in comparison to the advertising cost. Coverage in news media is a third party endorsement, whereas, negative coverage in media damages organisations' reputation and image.

Answer to Question No. 6: A press release contains an eye-catching headline, Dateline, Introduction, Body, Boilerplate, Closing mark and contact information for media.

Answer to Question No. 7: Employee Relations is the mutual relationship between employees with the management and their supervisors. Maintaining a good relationship with the employees helps in improving teamwork, increased staff retention and productivity, enhancing motivation and earning loyalty of employees. Employees are major goodwill ambassadors for any organisation. Effective communication between employers and employees promotes employee participations and instilling a sense of pride among employees in organisation's achievement.

Answer to Question No. 8: The Press Council of India defines paid news as 'any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration'. Press Council of India's guideline says 'news should be clearly demarcated from advertisements by printing disclaimers, should be strictly enforced by all publications. As far as news is concerned, it must always carry a credit line and should be set in a typeface that would distinguish it from advertisements. But the difference between news and "paid news" is often unclear. Such news are given in such a way that the reader thinks these are editorial content. Paid news affects the impartiality of media. It gives incorrect information to public hence hampers the capacity to form correct judgments

and accurate opinions. As Paid news misleads the public as it is designed to achieve certain outcome by the entity which pays for it.

Answer to Question No. 9: Trademark is a symbol, logo, word, sound, colour, design or other device that is used to identify a business or a product in commerce. PR should protect the use of Trademark when promoting a organisation, product or service. It is the responsibility of PR to ensure that no person or business is using its trademark as its own, and it should monitor its use by the media. Distortion or alternation of trademark in print should also be monitored by PR professional of the organisation.

Answer to Question No. 10: The internal public of a Corporation include Shareholders, Owners, Investors, Employees, Suppliers and vendors, Distributors, Dealers, Retailers and Other Associates including management consultants, lawyers, auditors, friends and family members of employees and directors.

Answer to Question No. 11: Corporate communication is a management function and encompasses all organizational communication activities directed at different stakeholders including media relations, public affairs, internal communication, image building, event management, reputation building, customer relations, community relations, government relations, dealer relations and so on.

Answer to Question No. 12: Communication within and by a Corporate organisation can be divided into three categories. These are Management communication implemented by senior managers for planning, organizing, supervising, coordinating and monitoring; Organizational communication that includes public relations, public affairs, CSR communication, investor relations, etc and Marketing communication that encompasses commercial communication activities developed to support the sale of goods and services.

Answer to Question No. 13: Crisis Communication can be defined as interaction, dialogue, or conversation between an organization and its public and stakeholders to address a crisis situation. It is about collection, processing, and exchange of information between the organisation and its public before, during, and after the crisis occurrence.

Answer to Question No. 14: In media perspective, Crisis news is always good story. When there is a crisis, the perspective of media reporting about the organisation changes. In normal times the media focuses on central functions of the organisations and news about business, profit, product launch, share price, etc dominate the coverage. But in times of crisis media judges the organisations in a social-ethical perspective. This changed perspective gives negative tone to news reports about crisis situation.

Answer to Question No. 15: Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR can be defined as a strategic business activity that benefits the society. It is about the relationship between the Corporation and its stakeholders, which can be government, local administration, consumers, suppliers, civil society, workers/employees and individual citizens.

Answer to Question No. 16: In media, CSR is viewed as a positive contribution by the Corporate Organisations to the society and hence CSR stories often get positive coverage. However, there is a low preference for CSR topics compared to other news topics. It is seen as a soft news unlike business topics like financial performance, product launch or market reach.

MODEL QUESTIONS

A. Very Short Questions

Q1: What is Paid News?

Q2: What is Copyright Act?

Q3: Design CSR?

Q4: How to organise media FAM Trip?

B. Short Questions (Answer each question in about 150 words)

Q1: What is Crisis and what do you understand by Crisis Communication

Q2: What are the principles of Corporate Communication?

Q3: What do you understand by CSR? Why it is important?

Q4: Why media relations is important?

C. Long Questions (Answer each question in about 300-600 words)

Q1: Discuss various tools of Public Relations?

Q2: How to write an effective press release? Discuss its components.

Q3: What are the legal issues important for PR?



Comments



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Comments



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Comments