Training Programme

On

PUBLIC RELATIONS

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Anchor Institute

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TRAINEE'S HANDBOOK

AIM

PR is an essential and integrated component of public policy or service. The professional public relation activity will ensure the benefit to the citizens, for whom the policies or services are meant for. This programme aims in imparting such professional PR skill.

PRE-REQUISITE FOR PR TRAINING

- Knowledge about the organisations.

- Communication   skill   (oral and written)

  including language, presentation skills etc.

- Media Knowledge.

OBJECTIVE

On completion of the training programme the participant will:

- Be able to explain PR concept and its importance.

- Be able to explain the importance of organisational image.

- Be able to develop 'PR' programmes.

- Be able to maintain better media relations.

TARGET GROUP

Senior Government Officials (Group A & B),

HODs, PROs.

CONTENTS

PR CONCEPTS

Learning Objectives:

After reading this chapter you will be able to

➢ explain PR concepts

➢ explain the importance, functions and elements of
   Public relations

➢ explain the importance of PR in Government

CONTENTS

1.1. DEFINITIONS OF PUBLIC RELATIONS

"Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between on organization and its publics."

- Institute of Public Relations, USA

"Public relations is the attempt by information persuasion and adjustment to engineer public support for an activity, cause, movement or institution."

- Edward L. Bernays

"Public Relations is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledges into a system of human understanding."

- Herbert M. Baus

"Merely human decency which flows from a good heart."

- Charles Plackard

"Good performance, publicity appreciated because adequately communicated."

- Fortune (Magazine)

"Public Relations is Dale Carnegie - winning friends and influencing people - writ large."

- Robert Heibroner

"Everything involved in achieving a favourable opinion."

- George F. Meredith
Former President of the American Pubic Relation Association

"The Management function which gives the same organized and careful attention to the asset of goodwill as is given to any other major asset of business."

- John W. Hill

"Public Relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools."

- **Rex F. Harlow**

Courtesy:

1. Applied Public Relations p. 15 & 16
2. Rex F. Harlow, "Building a Public Relations Definition," "Public Relations Review, 2 (winter 1976) p. 36

1.2. ORIGIN OF PUBLIC RELATIONS

Thomas Jefferson (1807) used the phrase "Public relations" in the place of "State of thought" while writing his seventh address to the US Congress. In India, Great Indian Peninsular Railway Company Limited (GIP Railways) carried on publicity in Public Relations campaign in England for promote tourism to India through mass media and pamphlets. During the time of First World War a central publicity board was set up at Bombay (now Mumbai) for disseminating war news to the public and press. After Second World War the Public Relations activity gained importance both privates as well as Government started Public Relations campaigns.

1.3. NEED FOR PUBLIC RELATIONS

Investing on Public relations will help the organisation to achieve its objective effectively and smoothly. Public Relations is not creating good image for a bad team.

Since false image cannot be sustained for a long time. Though the organisation product or services are good it need an effective Public Relations campaign for attracting, motivating the public to the product or service or towards the purpose of the programme. It is not only encourage the involvement from the public and also resulting in better image.

An effective Public Relations can create and build up the image of an individual or an organisation or a nation. At the time of adverse publicity or when the organisation is under crisis an effective Public Relations can remove the "misunderstanding" and can create mutual understanding between the organisation and the public.

1.4. FUNCTIONS OF PUBLIC RELATIONS

- Public Relations is establishing the relationship among the two groups (organisation and public).

- Art or Science of developing reciprocal understanding and goodwill.

- It analyses the public perception & attitude, identifies the organisation policy with public interest and then executes the programmes for communication with the public.

1.5. ELEMENTS OF PUBLIC RELATIONS

- A planned effort or management function.

- The relationship between an organisation and its publics

- Evaluation of public attitudes and opinions.

- An organisation's policies, procedures and actions as they relate to said organisation's publics.

- Steps taken to ensure that said policies, procedures and actions are in the public interest and socially responsible.

- Execution of an action and or communication programme.

- Development of rapport, goodwill, understanding and acceptance as the chief end result sought by public relations activities.

Courtesy: Raymond Simon, Public relations: concepts and practices, 2nd ed. (Columbus, O.Grid, 1980), pp 9, 11.

1.6. THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

"Public"

A group of similar individuals; an assortment of persons having the same interests, problems, circumstances, goals; it is from such persons that opinion emanates.

Public is a varied creature; it comes in many forms and sizes. Public has a multitude of wants and desires; it has its likes and dislikes, some times, strong likes and strong dislikes.

Employers make for a public and employees another public; the government is a public and citizens constitute another public, and so on, each of these groups is a public of the sort, tries to attract a different audience with its own tools and techniques.

"Relations"

Human wants to create the need to establish relations with one another. The representative wants of the individuals will profoundly affect their relationship. To understand any relationship, therefore, one must understand the wants of those involved.

'Relationships are of all possible types. We have relationship by ran-superior to inferior, inferior to superior, and equal to equal. We have relationship by sentiment-benevolent, Friendly, suspicious, jealous, hostile.

A relationship may be active, or it may be passive it may be good or it may be bad, or it may be neutral. At any rate, the relationship is there to be accepted, ignored or altered, as desired.

Propaganda:

Propaganda is the manipulation of symbols to transmit accepted attitudes and skills. It describes political application of publicity and advertising, also on a large scale, to the end of selling an idea cause or candidate or all three.

Campaigns:

These consist of concerted, single-purpose publicity programme, usually on a more or less elaborate scale, employing coordinated publicity through a variety of media, aimed, at a number of targets, but focussed on specific objectives. A campaign objective may be the election of a candidate, the promotion of political cause or issue, the reaching of a sales goal, or the raising of a quota of funds.

Lobbying:

It entails the exertion of influence, smooth and measured pressure on other, exercise of persuasion cum-pressure. In essence, it means a group putting its points of view forward in an attempt to win the other groups support.

1.7. SOME POSSIBILITIES THAT WOULD CALL FOR PUBLIC RELATIONS

Promotional Opportunity:

To inform the new service / policy which call for Public Relations to make wider publicity.

Competitive:

To over come the resistance (pre-set mind condition).

Controversy:

To eliminate the contradictory conditions in between the organisation and the public.

Adverse publicity:

To inform the truth or correct issues and thereby removing the misunderstanding.

Catastrophe:

Announcement of any unfavourable issues.

Crisis:

Whenever threats arises.

1.8. PUBLIC RELATIONS IN GOVERNMENT

Public relations role in government:

The Government public relations contributes to:

1. Implementation of public policy.

2. Assisting the news media in coverage of government activities.

3. Reporting the citizenry on agency activities.

4. Increasing the internal cohesion of the agency.

5. Increasing the agency's sensitive to its public's.

6. Mobilisation of support for the agency itself.

Public Relations for Government (objectives and organizations)

National Objectives:

The basic function of the government Public Relations department / agencies is to provide information, education/instruction to the citizens. The effort should also motivate the people directly or indirectly, to discharge these functions in a meaningful

and purposeful manner, it is necessary that the Public Relations Department / wing should be clear about the broad objectives which guide their work.

The national objective should be non-political, non-controversial, and on which there should be a national consensus. The objectives should further the interests and the well being of the public as a whole and promote the many sided development of the country. The objectives should be long term ones and need not necessarily change with political vagaries.

PR PROGRAMME

Learning Objectives:

After reading this chapter you will be able to

➤ list out the components of Public relations

➤ write PR objective

➤ develop PR strategies

➤ develop PR programme

CONTENTS

2.1. COMPONENT

- Public Relations Objective

- Communication programme

- Content / message development

- Media Co-ordination

- Impact / Result monitoring

2.2. PUBLIC RELATIONS OBJECTIVE

For developing a sound Public Relations programme, a clear well-defined Public Relations objective needs to be established. These objectives should be very specific and measurable.

Example:

Objective: *To immunize two million child of the state above the age of 3 and below the age of 5 during the period of August 15 to August 30 to avert the Polio.*

Evaluation: *Success of the programme can be determined by the actual number immunized.*

Objective:

1. To begin to provide the public with regularly scheduled advertisements about the danger of burning plastic in open air and its associated disease like cancer, disabled child etc.

2. To personally contact once in 3 months all media representatives (press meet) in order to inform the health hazards and to seek their cooperation for highlighting the issues.

2.3. PUBLIC RELATIONS STRATEGY

For effective implementation of the Public Relations objective a Public Relations strategy is to be evolved. The process of strategy starts with planning which consist of:

a. Determining Key results area

b. Define roles

c. Selecting and setting objectives

d. Preparing action plans relating to programming, scheduling, budgeting, fixing accountability and establishing rules and procedures.

Rice and Paisley suggest the guidelines for planning a successful campaign.

i. Assessment of the needs, goals and capabilities of target audiences.

ii. Systematic campaign planning and production

iii. Continuous evaluation

iv.   Complementary roles of mass media and interpersonal communication

v.   Selection of appropriate media for target audiences.

2.4. PUBLIC RELATIONS PROCESS

The definition of Public Relations as relations with the general public through publicity, those functions of a corporation, organisation, branch of military service, etc., concerned with informing the public of its activities, policies, etc., attempting to create favourable public opinions.

Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communications.

1) **Research-listening:** This involves probing the opinions, attitudes and reactions of those concerned with the acts and policies of an organisation, then evaluating the inflow. This task also requires determining facts regarding the organisation: "what's our problem?"

2) **Planning-decision making:** This involves bringing these attitudes, opinions, ideas and reactions to bear on the policies and programmes of the organisation. It will enable the organisation to chart a course in the interests of all concerned: "Here's what we can do."

3) **Communication-action:** This involves explaining and dramatizing the chosen course to all those who may be affected and whose support is essential: "Here's what we did and why."

4) **Evaluation:** This involves evaluating the results of the programme and the effectiveness of techniques used: "How did we do?"

The first phase of Public Relations process is identifying and listing out the information or message to the communicator.

The second phase of Public Relations is process to ascertain the existing image or awareness level about the issue in the target group or common public.

The third phase of Public Relations is developing of communication objectives and priorities.

The fourth phase of Public Relations is deals with developing the message and choosing the media to transit.

The fifth phase of Public Relations is the implementation of the message and media, coordination or the dissemination of message.

The sixth phase of Public Relations is communication process to check whether message reached properly and the expected action or behaviour or knowledge on image factors.

The seventh phase of Public Relations, in case the message did not reach properly identified the reason for the ineffectiveness and rectification of the same and disseminate the revised message.

Now, let us briefly see the above component:

1. Listing and prioritising of information is to be disseminated:

May wish to inform the public:

a) The new policy of the Government or organisation

b) The change in the existing policy

c) The new scheme promoted

d) The change in the existing scheme

Public Relations activity starts with identifying the message to be disseminated and prioritised.

2. **Ascertaining the existing knowledge level or understanding the perceptions of the public:**

The organisation can check a quick survey among the target group of the public to ascertain the knowledge level of the issue for which the organisation is planning to initiate Public Relations process and in case of the image it is essential to know whether the image is positive, neutral or negative in terms of the assessment or in terms of the organisation or both.

3. **Communication objectives and prioritise:**

Based on the knowledge level or image factor, communication objectives is to be established which is possible to evaluate and the top management approval is required. For example, communication objective instead of using the term increasing awareness level about the scheme, it should be specific "By 2005, in the number of families where of the scheme be atleast one lakh" so that we can evaluate the impact.

4. **Message and Media:**

After choosing the objective, the content of the message need to be developed. While developing the message we should keep in mind the media in which we are going to use for disseminating that message. TV/Visual media may be effective for showing the demonstrating awareness. Training media may be effective whether the recipient may wish to keep the gap or further reference.

5. **Implementation of message and media:**

Based on the expected reaching level and target group, the budget is to be prepared and message is transmitted through the appropriate media's.

6. Impact assessment:

After release of the message, it is essential to study the impact at interval by interacting with the target group.

7. Message redesigned:

In case, the interaction of the target group reveals the message did not reach as expected the modification in message or media need to be done and the revised message should be disseminated.

The research process:

Opinion, market and academic researchers have developed a pattern of research that involves nine basic steps:

1) Statement of the problem

2) Selection of a manageable portion of the problem

3) Definition of concepts and terms

4) Literature search

5) Development of a hypothesis

6) Determination of a study design

7) Gathering of the data

8) Analysis of the data

9) Recording of the implications, generalisation, conclusions

Research for analysis of a specific problem should include these elements:

1) A broad overview of what has gone before that influences the present situation

2) Changes expected in the environment in the next year or so that could affect the organisation.

3) Social, political and economic trends foreseeable in the next five to ten years that could affect the organisation; and

4) What the organisation can do to influence the public to accelerate favourable trends and slow down unfavourable ones.
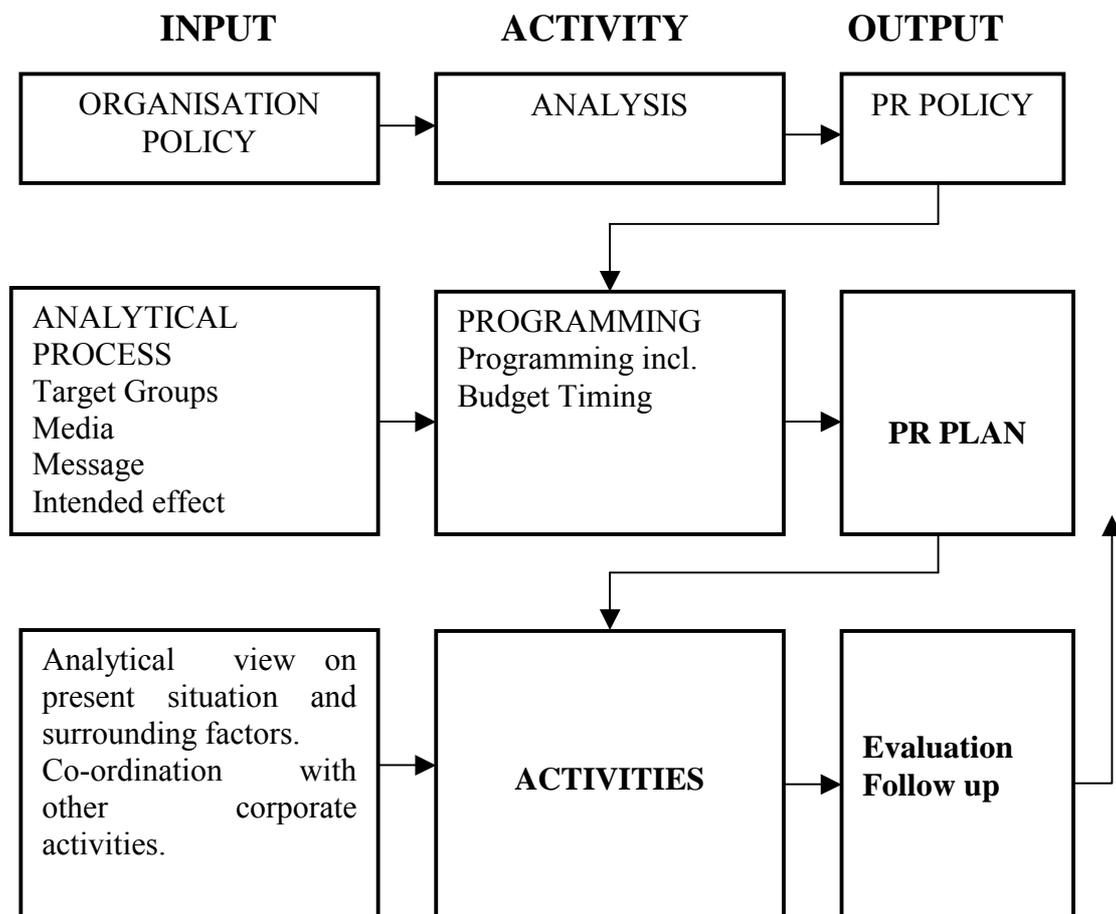
Public Relations Process:

FACT-FINDING RESEARCH	PLANNING AND PROGRAMMING	COMMUNICATION	EVALUATION
Situation Background Causes Precedents Allies Opponents Neutrals	**Strategic Analysis** Objectives Alternatives Risks Benefits Consequences Decision Tactics	**Actions** Timing Repetition Follow-up	**Results** Yardsticks
	Proposal Vehicles Media Talent Cost		**Conclusions** Revisions Renewal Termination
	Approval Commitment Support Participation		**Feedback**

There are at least nine questions to be answered.

i)   What are the objectives in influencing public opinion?

ii)   What are the alternative avenues of action for attaining them?

iii)   What are the risks in taking each avenue?

iv)   What are the potential benefits in each?

v) What are the potential consequences beyond each?

vi) Which avenue do we choose to take?

vii) What should be the structure of a proposal to proceed on the course chosen embodying the projects and programmes we want to carry out?

viii) In what form do we present our proposal to best advantage for approval? To whom?

ix) What is the minimum commitment in support and participation acceptable from administration if the plan is to go forward and succeed?

INPUT	**ACTIVITY**	**OUTPUT**
ORGANISATION POLICY	ANALYSIS	PR POLICY
ANALYTICAL PROCESS Target Groups Media Message Intended effect	PROGRAMMING Programming incl. Budget Timing	**PR PLAN**
Analytical view on present situation and surrounding factors. Co-ordination with other corporate activities.	**ACTIVITIES**	**Evaluation Follow up**

ANALYTICAL MATRIX FOR PUBLIC RELATIONS PROGRAMMING

Target Group	Informa-tion Interest	Intended Effect	Message	Media	Priority	Activities
	(Most receptive to…)	(reaction or relation effect)	(policy and image values)	(establi-shed and possible)	(long range or short term, permanent or temporary)	(rough outline)

Problem statement:

The first product of the research is a statement that summarises what was learned about the problem situation. Written in present tense, the problem statement describes the situation in specific and measurable terms. It details most or all of the following:

What is the source of concern?

Where is this a problem?

When is it a problem?

Who is involved or affected?

How are they involved or affected?

Why is this a concern to the organisation and its publics?

ORGANISATIONAL IMAGE

Learning Objectives:

After reading this chapter you will be able to

➢ explain and link the concept of Image

➢ find out the present image of the organisation

➢ suggest the desired image of the organisation

CONTENTS

3.1. INTRODUCTION

Image is the mental perceptions of the person related to an Object, a Product, Service, an individual or an organisation. The image need not necessarily true and image is only an indication that how a person perceived by the other(s). The organisations do have an image in the minds of public, customer, employee, Government or for that matter in any interested group. Some organisation enjoys from favourable image, where some organisation do not enjoy such a favourable image. The image is beneficial for organisations for achieving their objective. There are many images viz., Friendly, Speedy, Honest, Corruptive, Efficient, etc. Though we can not say which is a right image or wrong image, we can say some image are favourable to an organisation for achieving its objective with relative easiness.

3.2. IMAGE BUILDING EXERCISES

The Image building exercises start with understanding the present image and to chalk out, the desired image and to channalise all the Public Relations activities towards it.

Now let us see how Public Relations department can understand the present image. The Public Relations department can gather information from various sources through appropriate data collection method. Some of the data collection method which will be helpful for understanding the image is described below:

1) Primary Data through interview:

The primary data collection method is best-suited method and organisation try to contact the target groups (Public) and obtained information. This is possible by developing the structured schedule or non structured interview and encourage the responded to come out with the information in a friendly atmosphere and as

spontaneous as possible. Such information collected from various groups will form a basis for analysis.

2) Data from secondary sources:

Organisation can collect information / data information especially in terms of image, from published sources, information like article or coverage by newspapers or journals, the organisation is referred in some reports or referred at public meeting. This may provide a clue to, what the other person viewed about this organisation. This will also help the organisation in understanding and analysing the situation.

3) Analysis:

The data collected from primary and secondary method can form the basis for analysis and the required information is to be culled out with reference to image / public perception. This refers the image prevailing at that time among the target group or group from which the information is obtained.

The Present image could be

Favourable

Neutral

Unfavourable / Undesirable

Desired Image:

The organisation may prefer a certain image and they like to project that image the minds of the public or among the target group. Normally top management and P.R. departments are involving in this exercise and they will identify the Mission Statement of the organisation and the preferred image that will help the organisation to achieve its mission. For Example: A social service organisation involved propagating income generation programme for the poor, may like to have a image as

"Friendly Organisation". Where as, some other organisation who are also involved in the similar activity may like to have the prefer image of "Speedy".

Projecting the image (Image Building activity)

`Based on the existing image and the preferred image, it is essential to note that whether the preferred image is deviated from the present image or closely associated or neutral and based on the existing image the PR need to be focused.   In case of negative or unfavourable image, P.R. need to focus first on either neutralising or remove the misunderstanding

about the organisation and then develop the required impressions. In case of neutral or favourable image, the Public Relations can focus on more details about the organisation for creating favourable preferred image.

Public Relations functions need to adopt the appropriate strategy, by choosing appropriate message, appropriate media for the information in most effective manner so that the desired image can be creative and that will contribute to the organisation's success and growth.

Public Opinion Research:

Public Opinion Research ascertains what people think about an organisation its policy, service etc. and why they think so as well as their attitudes toward the organisation, etc.

Image Study:

The image study seeks to understand that how an organisation is known, its reputation and also what people thinks about its service, policies, etc.

Motivation Research:

Motivation research ascertains why the public attach favour or disfavour and why they are showing positive attitude or negative attitude and also the underlying emotional factor.

3.3. EFFECTIVENESS SURVEYS

Effectiveness Surveys helps to measure the impact on of Public Relations activities on public opinion. Before initiating Public Relations activities the survey is to be conducted to ascertain the attitude of the people and another survey is to be conducted after the campaign is over and to see if there is any change and whether the public opinion is tilted in favour of the Public Relations objectives and thereby the result.

Public Relations plays an important vital role in enhancing image of organisation in the eyes of the public. Public Relations is not projecting the negative as positive. Public Relations is the process of communication with the group with whom in the organisation existing and with whom the organisation functions.

COMMUNICATION

Learning Objectives:

After reading this chapter you will be able to

➢ develop message

➢ compare and identify suitable media appropriate to the

situation

CONTENTS

4.1. COMMUNICATION PROGRAMME

Communication programme consists of message, media and budget. The word communication is derived from the Latin communis, meaning "common." The purpose of communication is to establish a commonness. The basic elements in communication are the source or sender, the message, and the destination or receiver. Effective communication requires efficiency on the part of all three. The communicator must use a channel that will carry the message to the receiver. The message must be within the receiver's capacity to comprehend. The message must motivate the receiver's self-interest and cause him or her to respond. Communicators need to bear in mind that communication is no substitute for policy and action. A sender can encode a message and a receiver decode it only in terms of their own experience and knowledge. When there has been no common experience, then communication becomes virtually impossible. Commonness in communication is essential to link people and purpose together in any cooperative system.

The Communication programme includes:

(i)   Developing the message

(ii)   Selection of media

(iii)   Appropriate budget for implementing the programme.

NOISE

MESSAGE   **MESSAGE**

| Information / Sender | → | Encoded by Sender | → | Channels Signals Or Media | → | Decoded by Receiver | → | Received at Destination |

NOISE

FEED BACK

4.2. MESSAGE DEVELOPMENT

For achieving the desired result, the message should be developed properly and clearly. The appropriate message will have the following three attributes:

1) Clear

2) Correct and

3) Concise

Clear:

The message is free from ambiguity and it is necessary to ensure that slang phrases / usage are avoided and also the message should be free from perceptional distortion problems. As far as possible, one should use simple language, simple style, appropriate words and right tone.

Correct:

The credibility of the message is based on the credibility of the source and also the correctness of the content. It is essential to ensure that the information provided (message) is true, to unbiased and there is a source to verify it. It is essential to avoid content based on rumours, hearsay as well as source of no origin.

Concise:

Since message dissemination involves time and effort for transmitting as well as receiving or absorbing. Hence message should be crisp enough to give information and at the same time not occupying more time of the receivers valuable time. The content should revolve around the core element of the message; frills and verbose / ornamental language need to be avoided.

The effectiveness of the message is depend upon the above three attributes and if even component is missing or negative, the result will also be negative or not as per the expectations.

Some Specific Guidelines

Practitioners and executives alike can profit close study of these guidelines developed by an experienced counselor, Chester Burger:

1. ***Talk from the viewpoint of the public's interest, not the organization's.*** The soft drink bottler who launches a campaign to collect and recycle bottles can frankly admit that it does not want to irritate the public by having its product litter the landscape.

2. ***Speak in personal terms whenever possible.*** When many people have worked on developing a new product or adopting a new policy, it becomes difficult for the executive to say "I."

3. ***It you do not want some statement quoted, do not make it.*** Spokespersons should avoid talking "off the record," because such statements may well wind up published without the source.

4. ***State the most important fact at the beginning.*** The executive's format may first list the facts that led to the final conclusion, but such organization will fail when talking with the news media.

5. ***Do not argue with the reporter or lose your cool.*** Understand that the journalist seeks an interesting story and will use whatever techniques necessary to obtain it.

6. ***If a question contains offensive language or simply words you do not like, do not repeat them even to deny them.*** Reporters often use the gambit of putting words into the subject's mouth.

7. ***If the reporter asks a direct question, give an equally direct answer.*** Not giving one is a common error executives are prone to make.

8. ***If a spokesperson does not know the answer to a question, one should simply say, " I don't know, but I'll find out for you."*** With this, the spokesperson assumes the responsibility of following through.

9. ***Tell the truth, even if it hurts.*** In this era of skepticism and hostility, the most difficult task is often simply telling the truth.

10. ***Do not exaggerate the facts.*** Crying wolf makes it harder to be heard next time out.

These guidelines simply add up tot he rule that profitable press relations require adherence to the " Five Fs": dealing with journalists and programme producers in a manner that is fast, factual, frank, fair and friendly.

Essentials of Good Copy

Essentials of good publicity copy are essentials of good news writing. A few reminders can serve as a checklist.

Will the information or news really interest the intended audience?

Does the information answer every reasonable question that readers or listeners may ask?

Is the significance of the information explained in terms of audience?

Is the copy sufficiently newsworthy to survive stiff competition for public attention?

Will the information further the objectives of our institution? Is it useful?

Does the publicity accurately reflect the character and nature of the institution it represents?

Are the facts, names, and dates accurate? Are the technical terms explained?

Will the lead catch and hold the busy reader's or inattentive viewer's attention?

Will it produce a bright, eye-catching headline? Is the lead terse, to the point?

Do the facts of the story support the lead in fact and spirit?

Is it readable copy, stripped of superlatives? Good news copy must be curt, clear, concise.

Is the copy written so as to preclude the charge that it is an effort to get "free advertising"?

Is the information presented as dramatically as possible with this set of facts? Squeeze all the news value you can into your story, but don't exaggerate.

Courtesy: Pg. No. 444, Effective Public Relations 6th Edition, Scott M.Cutlip, Allen

H.Center, Glen M. Brooms

Print Media:

Here are some fundamental principles for print advertising:

1. Use simple Layouts

2. The illustration is usually more important than the Headline

3. Look for story appeal in the illustration

4. Photographs work better than artwork

5. Offer a benefit in the Headline

6. Don't be afraid of long copy

7. Make it easy to read

8. Every advertisement should be a complete sale

9. Break out of the mould

10. Design the advertisement for the medium

4.3. MEDIA

Media Profile:

MEDIA	TARGET GROUP	GEOGRAPHIC AREA	USEFULNESS	REMARKS
Displays & Exhibits	Specific or General	Urban & Rural	1. Create or maintain a specific perception of the organisation. 2. Maintain contact with important audiences. 3. Show depth and breadth of organisation's operations. Generate inquiries for more information.	1. Need space. 2. Feedback for evaluation.

MEDIA	TARGET GROUP	GEOGRAPHIC AREA	USEFULNESS	REMARKS
Cable Television	Literate & Non-Literate including children	Urban, Semi-Urban & Rural	1. Demonstration is possible (seeing is believing). 2. Visuals have better impact and recall. 3. Cost per reach may be less. 4. Quick access to the mass population. 5. Regional Issues can be better covered. Appropriate channel selection may result in better response.	1. Appropriate. 2. Image of the cable television and the popularity among the target group needs to be identified.
Folk drama	People with no formal education	Semi-urban & Rural	1. Possibility of concept telling through stories. 2. Mass (people) will identify themselves with the character. 3. May be effective for immediate results (emotion based).	1. Cost factor 2. Space
Pamphlets, Brochures, Manuals and Books	Literate	Urban & semi-urban and also Rural	1. Act as Reference 2. Repetitive exposure is possible.	1. Concept to action duration. 2. Correctness of the content is vital.
Spoken Word	All	Urban, Semi-Urban & Rural	The Grapevine: The grapevine is not a formal or controlled medium, but word-of-mouth which is often the quickest.	1. Need careful attention.

MEDIA	TARGET GROUP	GEOGRAPHIC AREA	USEFULNESS	REMARKS
Radio	Literate & Non-Literate	Semi-Urban & Rural	1. Easy to reach. 2. Useful in disseminating voice to transit celebrities (remark or command). 3. Relatively inexpensive (cost per reach)	1. Availability and use of Radio.
Television	Literate & Non-Literate including children	Urban, Semi-Urban & Rural	1. Demonstration is possible (seeing is believing). 2. Visuals have better impact and recall. 3. Cost per reach may be less. 4. Quick access to the mass population.	1. Availability and use of Television. 2. Cost factor 3. Production factors
Motion picture (Cinema AD)	Literate & Non-Literate	Semi-urban & Rural	1. Demonstration is possible. 2. Visuals have better impact. 3. Cost per reach may be less. 4. Repetition is possible.	1. Production factor 2. Concept to action duration.
Newspaper (Regional / Regional language)	Educa-ted	Urban & Rural	1. Where one way communication is sufficient). 2. Reference is possible. 3. Easy to catch the attention of the reader. 4. Reputation of the newspaper is useful in disseminating information.	1. The cost per reach depends on circulation figure among the target group.

MEDIA	TARGET GROUP	GEOGRAPHIC AREA	USEFULNESS	REMARKS
Newspaper (English)	Educated	Urban & Semi-urban	1. The reputation of the newspaper may attach weightage to the content. 2. Used as a reference.	1. The cost per reach depends on circulation figure among the target group.
Journals / Magazines	Educated	Urban & Rural	1. If content matches with a profile of the Journal's target group then it may be effective. 2. Repetitive exposure is possible.	1. May not be possible for urgent information dissemination. 2. As the journals normally prepared long before the issue.
Hoardings	Literate & also Non-Literate	Urban & Rural, transit etc.	1. Useful for short information. 2. Catching attention is possible. 3. Relatively inexpensive.	1. Availability of space
Puppet show	People with no formal education	Semi-urban & Rural	1. Possibility of concept telling through stories. 2. Cheaper than drama 3. People will identify themselves with the character.	1. Concept of action duration
Posters	Educated	Semi-Urban & Rural	1. Less expensive. 2. Easy to adopt	1. Display near the target group is vital.

A Comparative Evaluation of the Media of Advertising

S. No.	Media Factors	News Papers	Maga-zines	Direct Mail	Radio	Cinema	Outdoor
1	Circulation	Widest Circula-tion	Limited circu-lation	Restricted to the number of mailings contacted	Good Circula-tion	Restric-ted to local popula-tion	Limited to local circula-tion
2	Degree of Selectivity	Generally universal In appeal. It permits Restricted Regional and linguistic Selectivity	Greater degree of selecti-vity	Higher degree of selectivity	Restricted regional and linguistic selectivity	Restric-ted local selecti-vity	Local Selecti-vity
3	Audience	Generally very large, but limited to those who can read and subscribe	Limited in scope	Limited to a live mailing list which should constantly be reviewed	Limited to those who possess radio and who tune into the program-me	Limited to cinema going popula-tion	Limited to local people
4	Timeliness	Message may be varied at short notice. Current events may be capatilised	Lack of timeli-ness; absence of news value	Highest degree of timeliness; selection of the right time and right message possible	Restricted timeliness, depending upon program-me planning	Timeli-ness but at a higher cost	Unecono-mic time-liness

S. No.	Media Factors	News Papers	Maga-zines	Direct Mail	Radio	Cinema	Outdoor
5	Flexibility of size, design layout and colour	High degree of flexibility	Less flexibi-lity	Highest degree of flexibility	Restricted flexibility, depending on the availabi-lity of time	Highest degree of flexibility but at propor-tionately higher costs	Good Degree of flexibility but unecono-mical
6	Life	Very limited life	Longer life com-mensu-rate with fre-quency of issue and use for refe-rence	Subse-quently longer life, depending upon the usefulness of the literature	Limited Life	Very short Lived unless repeated very frequen-tly	Longer life
7	Repetitive value	Message may be repeated every day and adopted to the day's need	Repiti-tive value restric-ted to fre-quency of publi-Cation	Repititive value depends on frequency of mailing	Quick repeti-tion possible	May be repeated in every show but not to the same audience	Seen every time prospect passes by it

S. No.	Media Factors	News Papers	Maga-zines	Direct Mail	Radio	Cinema	Outdoor
8	Effective-ness	Well planned News Paper Advertise-ment is very effective in locating new customers buying in market and supporting	Very Effec-tive in case of tech-nical goods, has also the good will of the publi-cation to support	Most effective because of the personal touch, undivided attention, elaborate explana-tions	Less effective because of shorter memory and shorter messages	Very effective Because audio visual value may be made effective by use of cartoons and elaborate explana-tion	High memo-rising value
9	Secrecy	No secrecy can be maintai-ned because of universal appeal	No secrecy; com-petitors also read it	Privacy and secrecy may easily be maintai-ned	No secrecy	No secrecy	No secrecy
10	Economy	Moderate costs per advertise-ment to numbers contacted	Higher cost per adverti-sement but less over-all costs	Cost depend upon the size of the mailing list	Costlier	Moderate costs as a whole but higher per contract costs	Cheap on the whole but higher per contract costs

S. No.	Media Factors	News Papers	Maga-zines	Direct Mail	Radio	Cinema	Outdoor
11	Suitability	Suitable for all types of goods having wide market and needing constant explora-tions	Suitable for specific goods accor-ding to the nature of the magazine	Very suitable for articles having a well defined limited and enligh-tened market	Suitable for articles of daily use in wide demand	Most suitable for local consump-tion goods	Very suitable to make a brand image

Source:
Courtesy: Pg.No.84-86, Advertising: Principles and Practice, Chunawalla.Sethia

MEDIA RELATIONS

Learning Objectives:

After reading this chapter you will be able to

➢ write Press release

➢ handle press questions

CONTENTS

5.1. HINTS FOR WRITING PRESS RELEASE

- Choose positive rather than passive headline

- First paragraph should be sharp and crisp.

- Prepare small paragraphs.

- Avoid superfluous expressions.

- Avoid uncommon words.

- Avoid jargon and the use of initials.

- Check the spelling of people and place names.

- Type on one side in double spacing and leave a good margin.

- Better give, one page 25lines write up.

- Check the appearance of the information and make it attractive.

- Put the date & time and mention contact person and telephone number for clarifications if needed.

5.2. WHILE HANDLING PRESS QUESTIONS

- Confidence

- Ability to think and react on questions instantly

- Tact

- Authority

- Crisis management skill

5.3. TEN PRINCIPLES FOR TV MEDIA

1. The picture should tell the story.

   Forget every other point and remember this one, and you will be ahead of the game. Too often when people

2. Look for a visual symbol.

3. Grab the viewer's attention.

4. Be single-minded.

5. Register the name of your product.

6. People are interested in people.

7. Show a payoff.

8. Reflect your brand personality.

9. Less is more.

10. Build campaigns.

How to read a storyboard?

The challenge is to look at a piece of paper with tiny illustrations and a few words and be able to visualise an involving, dramatic piece of film.

A commercial is presented in the form of a "storyboard" that pictures the main action of the commercial and describes what the viewer will see (the video) and hear (the audio). It will generally include some technical terms, only a few of which you must know.

Casting and special effects are particularly hard to visualise. It helps to show clips from television shows or movies to suggest the kind of actors or actresses wanted or to demonstrate unusual production techniques. The larger issue is what to look for in a storyboard.

5.4. COPING WITH BAD PUBLICITY:

OR

When "ADVERSE IMAGE " is projected about the Organisation:

- Be prepare with factual information

1) What are you clarify about?

2) Why are you write/clarify about particular event?

3) What is this event?

4) When did it happen?

5) Where?

6) What form (how)?

7) Whether supporting documents are available? (Statistics / Data, Visuals (Photo / Video etc.)

While handling press five F's are

FAST

FACTUAL

FRANK

FAIR

FRIENDLY

Courtesy: Pg.No.435, Effective Public Relations 6th Edition,

Scott M.Cutlip, Allen H.Center, Glen M. Brooms

SUCCESS TRAITS

Learning Objectives:

After reading this chapter you will be able to

➤ identify their weakness and strength with reference
   to the skills required for the efficient Public
   Relations Officer

CONTENTS

6.1. PROFILE OF PUBLIC RELATIONS OFFICER

1. Help with the public relations aspects of decisions.

2. Skill in articulating principles and in enlarging understanding of the organisation.

3. Loyalty.

4. Inspiration to help all members of the department / division to do their best cheerfully.

5. Influence in restraining other members from saying or doing anything detrimental to the organisations welfare.

6.2. WORK ASSIGNMENTS OF PUBLIC RELATIONS

1. *Writing:* News releases, newsletters, correspondence, reports, speeches, booklet texts, radio and television copy, film scripts, trade paper and magazine articles, institutional advertisements, product information, and technical materials.

2. *Editing:* Special publications, employee newsletters, shareholder reports, and other communications directed to internal and external publics.

3. *Media Relations and placement:* Contacting news media, magazines, Sunday supplements, free-lance writers, and trade publications with the intent of getting them to publish or broadcast news and features about or organised by the organisation. Responding to media requests for information or spokesperson.

4. *Special events:* Arranging and managing press conferences, convention exhibits, open houses, anniversary celebrations, fund-raising events, special observances, contests, and award programmes.

5. *Speaking:* Appearing before groups and arranging platforms for others before appropriate audiences by managing a speaker's bureau.

6. *Production:* Creating communications using multimedia knowledge and skills; including art, photography, and layout for brochures, booklets, reports, institutional advertisements, and periodical publications; recording and editing audio and video tapes; and preparation of audio visual presentations.

7. *Research:* Gathering intelligence – enabling the organisation to plan programmes responsive to its public's and problem situations, monitoring public relations programme effectiveness during implementation, and evaluating programme impact.

8. *Programming and counseling:* Determining needs, priorities, goals, publics, objectives, and strategies. Collaborating with management or clients in a problem-solving process.

9. *Training:* Working with executives and other organisational representatives to prepare them for dealing with the media, and for making presentations and other public appearances. In service staff development.

10. *Management:* Administering the operation of the public relations function – personal, budget and programmes.

6.3. REQUIREMENTS FOR SUCCESS

Skills

- Effective writing

- Persuasive speaking

Knowledge

- In-depth knowledge of various media.

- Understanding of management process

- Business, financial acumen.

Abilities

- Problem solver

- Decision-maker.

- Deft in handling people generates confidence.

- Assumes responsibility

Quality

- Stability and common sense.

- Drive and enthusiasm.

- Wide-ranging interests and intellectual curiosity.

- Good listener.

- Tolerance for frustration.

- Style.

Courtesy: Jo Proctor, "the path to the top", Public relations journal, volume 39.

6.4. CANTOR'S TRAITS FOR SUCCESS

1. **Response to tension:** Most successful public relations executives are intense people, although it may not always be evident event to themselves. Often they are at their best under fire, and rather than solving problems by abstract analysis, will reach practical solutions by direct action.

2. **Individual initiative:** The successful public relations executive will usually take immediate action before a situation becomes blown out of proportion. He or she usually will not wait for instructions, but takes the initiative to solve the problem; seeks to anticipate and adjust to change; leads the public relations effort.

3. **Curiosity and learning:** The public relations professionals should have an inquiring mind, should want to learn everything possible about the product, service, client or organisation, and the competition. Since Public Relations is not an exact science, frequently the public relations executive must try a number of approaches in order to solve a problem. Some of which might not work. If and when they don't work, the professional does not regard them as personal blunders but as learning opportunities. Problems are solved by persistence and intelligence. He or she never stops learning.

4. **Energy, drive and ambition:** The successful public relations person has energy, drive and ambition. He or she works rapidly and is not afraid to take a calculated risk. This is a very important element in the personality of public relations executives. Most of the top practitioners are stimulated by the problems to be solved, and are willing to work the hours it takes to reach their goals.

5. **Objective thinking:** Public relations executives must be as objective and factual as possible and above all, have excellent judgment. They must know what to do and say, and when. They must have a sense of timing. They must have a capacity for intense concentration and attention to intricate detail, and keen powers of observation. This is especially critical in counseling.

6. **Flexible attitude:** It is crucial that public relations executives have the ability to see things from someone else's view point, eg., executive management's a publication editor's or a hostile audience's.

7. **Service to others:** Most successful public relations executives have a natural desire to help people. Pleasure in the success of others is a major motivation for the service behaviour.

8.   Friendliness: Public relations people generally are perceived as likeable, friendly and genuinely interested in others, rarely as resentful, bitter, or hostile. They develop and maintain a wide range of personal contacts.

9. Versatility: The successful public relations executive is often able to perform well in a variety of areas because he or she has a venturesome spirit and a lively interest in the world at large. The best practitioners are generalists with a speciality. The desire to learn and the ability to focus on varied subjects helps them adjust rapidly to new tasks and multiple client problems and needs.

10. Lack of self-consciousness: Successful public relations executives are much less self-conscious than other executives, perhaps because they often function as catalysts. Although some practitioners have large egos, they often are self-effacing, functioning in the background while projecting others into the limelight. This trait is indigenous to the public relations professional.

Courtesy: Bill Cantor, The cantor concern, the New York based executive search firm specialising in public relations.

Appendix 1

TERMS USED IN PUBLIC RELATIONS, ADVERTISING AND MASS MEDIA

Air Brush:

An art process widely used for retouching photographs, applied with the aid of compressed air and an air brush. Also used by many illustrators to obtain interesting tone effect.

Air Time:

Starting time of a TV to radio programme.

Angle:

Particular emphasis of a story or broadcast; also called "slant".

Answer Print:

Print of a motion picture film used to check quality, before final printing.

Art:

All types of illustration in any medium.

Attitude:

The composition of a person's bent on any issue or question, made up from all the influence that have built up throughout his lifetime. Usually unexpressed.

Audience:

Denotes the group or groups to whom the public relations programme, or any part thereof, is directed.

Backgrounder:

A document prepares to provide the facts and significance underlying a subject, as a means of "backgrounding" an editor or writer.

Back Up:

When one side of a sheet has been printed and the reverse side is being printed, it is said to be backed up.

Banner Head:

Headlines set in large type and usually extending all the way across the top of a page.

Beat:

1. An area or subject that a medium assigns to a given reporter or department, such as the criminal courts or boating.

2. An exclusive story; a "scoop".

"Blow Up":

Increase the size of any visual item by photographic reproduction.

Booklet:

A printed piece of six or more pages, with a paper cover and prepared as a bound unit, usually by stapling. (See Brochure)

Boomerang-Effect:

In propaganda, when the affected individual reacts in the opposite from the expected way.

Box:

A newspaper item enclosed with printed borders.

Bridge:

Phrase or sentence connecting two stories or segments of a telecast.

Brochure:

A printed piece containing six or more pages. More elaborate than a booklet.

By line:

Signature of the author on a newspaper or magazine story.

Cable Television (CATV):

Also called Community Antenna Television. A means of transmitting signals to receivers through direct cable connections rather than over the air.

Campaign:

An organised effort to poll, formulate, or alter the opinion of any group or groups on a selected subject.

Catalogue:

A book of reference, including a description and, if possible, an illustration of products and other pertinent data, such as instructions for their use and care.

Centre Spread:

The two facing centre pages of a publication appearing on a continuous sheet.

Channel:

A place on television dial where a station can be received. Also, in communication, one of avenues for reaching an audience.

Circular:

A mailing piece or free-distribution item, usually one sheet. An item intended for widespread, inexpensive distribution.

Class Publication:

Periodicals designed to appeal to particular, well-defined groups, interested in certain limited subjects.

Clip:

In broadcasting, a short segment taken from the whole or to be spliced in. In print media, a clipping.

Community:

The adjacent geographical area influenced and affected by company policy and production.

Conservation:

Support of the public's existing opinion and preventing it from changing.

Consumerism:

The composite of movements and causes purporting to protect the consumer in the purchase of goods and services, product safety and other matters.

Control Group:

Group in which the members are chosen for their characteristics or opinions. Often a group not exposed to test that is used as a comparison to test group in equating results.

Conversion:

To sway public opinion from one side of an issue to another.

Copy Desk:

Editor's centre at newspaper, magazine, TV or radio station where copy is edited and headlines written.

Copy:

Written material, such as press release, the text of booklets, broadcast material, or a magazine article.

Copy Reader:

Editor who reads and corrects copy and usually writes headlines.

Correspondent:

Out-of-town or travelling reporter.

Coverage:

Extent of distribution of publicity or opinion-affecting material.

Cover Stock:

Sturdy papers used for pamphlet and booklet covers, posters, memo cards, announcement cards and similar purposes.

Cropping:

Changing the proportions or size of an illustration to eliminate unnecessary or undesirable background or to enable the reproduction to fit into a specific space.

Crystallization:

Bringing into public consciousness previously vague or sub-conscious attitudes.

Data line:

Line at start of a story giving point of origin and date.

Deadline:

Time when story must be completed.

Debrief:

Originally, to interrogate a serviceman after return from combat area. Now includes interviewing members of an organization or their readings of public attitudes.

Documentary:

Informational film or television show with a unified subject or purpose.

External Publication:

A publication issued by an organisation to people outside its own employee or membership groups, such as to customers, the local community, the financial world etc.

Feature:

1. A story based more on interest or background than on news,.
2. The main topic of interest in a story.

Feed:

Electronic signal sent from the source to other activities.

File:

Send story by wire or electronic means.

Filter:

A short bit of copy used in making up the pages of publication to fill small spaces.

Folder:

A printed piece or four pages. Also a four-page heavy-paper container for other printed materials.

Folio:

Page number

Follow-Up:

A broadcast or story that follows a news report; also known as second or third-day story.

Format:

Size, shape and general make-up of a publication.

Free-Lance:

An unaffiliated writer, photographer, cameraman, artist or other person who is available on assignment or contract basis.

Goodwill:

The favourable attitude of other persons or groups toward any person, institution or group.

Grapevine:

Informal word-of-mouth process of disseminating information or rumours.

Handout:

Publicity release, especially when it is widely distributed rather than given as an exclusive.

Head:

Headline or title of a story.

Hold:

Restrain from publishing or broadcasting until authorization is given.

Hold for Release:

Material not to be printed or broadcast until a designated time or under specified conditions.

"Image":

The subconscious impression a person has of an organisation, institution or person. Based on the interaction of all exposures he has had to the subject of the image. A "corporate image" is the supposed impression toward a company held in common by a whole public.

Input:

Information fed into a data processing system. By extension, information obtained in the process of human considerations.

Insert:

Printed matter prepared for enclosure with letter. Also, new material inserted into a story already written.

Internal Communication:

Communication with personnel or membership of a company or organization.

Interviewer:

A person who asks respondents the questions specified on a questionnaire in an opinion or market survey. Also, a person who seeks information for media use - a newspaper reporter, or a television or radio panel show moderator etc.

Lead (pronounced "leed"):

The beginning of a newspaper story. Also, a tip on a potential story.

Leaders (pronounced "leders"):

Dots used to direct the eye from one part of the copy to another.

Leaflet:

A printed piece, usually of four pages.

Live:

Performed or reported now; not recorded.

Localize:

Make specific references to a locality in a mass-distributed story or broadcast.

Manual:

A compilation of directions and instructions in book or booklet form.

Mass Publications:

Periodicals having a wide variety of appeal and a large general circulation.

Matte:

Dull finish on illustration. Needed to prevent glare from stills on television.

Media:

Avenues through which public relations messages are transmitted. Common media (singular is "medium") include newspapers, magazines, radio, books, music, paintings, cartoons, posters, leaflets, brochures, speeches, window displays, car cards, trade or business papers, envelope stuffers, calendars, house publication, motion pictures, slide films, television.

Monitor:

1. TV receiver used to watch broadcasts or closed-circuit signals.

2. To review a broadcast station's content.

Newsletter:

A publication in letter-size format, usually issued periodically.

Network:

Linkup of two or more broadcast stations to carry the same material.

Opinion:

A person's view on an issue or subject as he articulates it. More conscious than an attitude.

Plug:

A free and favourable reference.

Poll:

A survey of the attitudes, opinions, and/or desires of a specific group of people.

Position Paper:

A document that presents an organized exposition of an organization's position on a given issue. It may be used with the media, with government bodies, or in other ways.

Presentation:

Offering of a programme or services at a meeting. May involve written materials, graphic displays, films or other materials.

Prestige:

The reputation and standing of a person, institution or group.

Pretesting:

Sampling techniques in a survey to be confident they are right before setting up the complete survey pattern.

Prime Time:

Broadcasts hours when the potential audience is largest-usually weekday evenings.

Programme:

The planned outline of activities for a campaign.

Promotion:

Special activities designed and intended to create and stimulate.

Propaganda:

An effort to influence the opinion of others.

Proposal:

Materials organized to offer plans for a programme to services. A proposal may be used at a presentation or submitted by mail or haand delivery.

Proxy:

Written authorization given by a stockholder to someone else to vote his stock.

Selective Attention:

Singling out particular objects from among many for concentration of the third.

Selective Reinforcement:

Tendency to pick out of many ideas or messages those that concern an opinion or attitude already held.

Self-Mailer:

Printed folder prepared for mailing without an envelope.

Slant:

Emphasis given in a story or programme.

Split run:

Publication in part of the total circulation of a newspaper or magazine.

Squib:

A short story in a newspaper or magazine. Sometimes, a short second heading that tells more about a long story.

"Stunt":

A created event developed by a press agent to evoke publicity.

Survey:

An analysis of a market or state of opinion among a specified group of persons, groups or institutions.

Terminal:

A place in a communication system where information can either leave or enter.

Test Groups:

A group selected for reaction to or use of a product or an idea.

Text:

The body of any written material-the copy.

Threshold of Consciousness:

The point at which a given subject passes out of the mass of unperceived subjects into the awareness of the individual.

Update:

Bring the information in a story up-to-date.

Visual Display Terminal (VDT):

Displays copy selected from computer memory and allows editing.

Watermark:

Identification mark left in texture of paper, which can be seen when held up to the light.

Appendix 2

DOYLE'S COMMUNICATIONS CHART

Group	Objective	Management Action	PR Action	Communication Channel	Type of Message
General Public	Goodwill Respect Support	Conduct business in public interest Support community projects	Survey Plan Commu- nicate Evaluate	Mass media Mail replies Plant-tour folders	Institutional ads News on basic information about company
Prospective customers, clients	Sales	Produce good product or service	Survey Plan Commu- nicate Evaluate	Mass Media Trade Journals Direct mail Films	Sales ads Product news Institutional ads
Customers, employees, management ranks	Loyalty Goodwill Efficient Production Good morale	Help employees find work satisfaction, self respect, fun	Survey Plan Commu- nicate Evaluate	Company publications Bulletin boards Mass media Direct mail Film	News and features about company and individual employees and employee groups Institutional ads
Stock holders, bankers, investment counsellors	Operating capital Confidence Goodwill	Good Management	Survey Plan Commu- nicate Evaluate	Company publications Newsletter Mass media	Progress reports Future plans Financial reports Institutional Ads

Group	Objective	Management Action	PR Action	Communication Channel	Type of Message
Government officials, civil leaders	Goodwill support Favourable decisions	Conduct business in public interest Support community projects	Survey Plan Communicate Evaluate	Personal contact Speeches Mass media Films	News about company progress and plans Editorials Institutional ads
Press, Radio-TV	Respect Confidence in statements	"Open door" policy Truth	Survey Plan Communicate Evaluate	Personal meetings Memos Press tours General news tips*	Shop talk Background on company news
Educators	Respect Support Goodwill	Host Plant visits Serve on PTA boards, etc.	Survey Plan Communicate Evaluate	Personal contact Speeches Direct mail	Offers to help educators

Source :
Courtesy : Effective Public Relations 6th Edition, Scott M.Cutlip, Allen H.Center, Glen M. Brooms Pg.No.358

Work Sheet

Work Sheet

Work Sheet

Work Sheet

Work Sheet

TRAINER'S HANDBOOK

Training Programme

On

PUBLIC RELATIONS

Module Preparation Sponsored By

UNDP / DOPT, Government of India.

Anchor Institute

**ANNA INSTITUTE OF MANAGEMENT
CHENNAI - 600 028.**

Prepared by

Shri.N.Palaniappan
Reader / Faculty Member
Anna Institute of Management
Chennai.
&
Shri.A.M.Ramachandraiah
Faculty
Administrative Training Institute
Mysore.

AIM

PR is an essential and integrated component of public policy or service. The professional public relation activity will ensure the benefit to the citizens, for whom the policies or services are meant for. This programme aims in imparting such professional PR skill.

PRE-REQUISITE FOR PR TRAINING

- Knowledge about the organisations.

- Communication skill (oral and written) including language, presentation skills etc.

- Media Knowledge.

OBJECTIVE

On completion of the training programme the participant will:

- Be able to explain PR concept and its importance.

- Be able to explain the importance of organisational image.

- Be able to develop PR programmes.

- Be able to maintain better media relations.

TARGET GROUP

Senior Government Officials (Group A & B),

HODs, PROs.

PROGRAMME DURATION

3 Days (18 hours) divided into ten sessions.

METHODOLOGY

Group Exercises:

- ✍ Press Release

- ✍ PR Programme

- ✍ Organisational Image

Group Presentation:

- ✍ Organisational Image

- ✍ Press Release

- ✍ PR Programme

Role Play:

- ✍ Media Relations

Case Study:

- ✍ Plastic

- ✍ University Land

SCHEDULE

DAY 1

10.00 - 10.30 am	:	Registration
10.30 - 11.00 am	:	Introduction (Facilitator : Programme Director)
11.00 - 11.15 am	:	Tea Break
11.15 - 1.15 am	:	Participants expectation and setting programme rules (Facilitator…)
1.15 - 2.00 pm	:	Lunch
2.00 - 5.00 pm	:	PR concepts (Facilitator…)
6.00 - 8.00 pm	:	A to Z Presentation skills

DAY 2

10.00 - 11.30 am	:	Organisation Image exercise (Facilitator…)
11.30 - 11.45 am	:	Tea Break
11.45 - 1.15 pm	:	PR Programme – Group exercise (Facilitator…)
1.15 – 2.00 pm	:	Lunch Break
2.00 - 3.30 pm	:	Group exercise contd.. (Facilitator…)
3.30 – 3.45 pm	:	Tea Break
3.45 - 5.15 pm	:	Group exercise contd.. (Facilitator…)

DAY 3

10.00 - 11.30 am	:	Writing of Press release - Exercise (Facilitator…)
11.30 - 11.45 am	:	Tea Break
11.45 - 1.15 pm	:	Exercise contd.. (Facilitator…)
1.15 – 2.00 pm	:	Lunch Break
2.00 - 4.00 pm	:	Role play on media relations (Facilitator…)
4.00 – 4.15 pm	:	Tea Break
4.15 - 5.00 pm	:	Feedback & Validation (Facilitator : Programme Director)

1. **PREPARATIONS REQUIRED:**

   1. Finalising of the programme date. (2 months in advance)

   2. Preparation & forwarding of call letters or inviting nominations.

   3. Acceptance of nomination and sending confirmation.

   4. Classroom arrangements.

   5. Audio visual equipment (OHP, Hand mic, Public address system, LCD Projector etc.)

   6. Flip chart board

   7. Other Stationary items like Flip charts paper, Marker pen, white board marker, OHP pens, OHP sheets, Floppy diskettes etc.

   8. Computer with Internet.

   9. Purchase of Textbooks (required number of copies).

   10. Duplication of Trainee's Handbook.

   11. Preparation of course material kit (Textbook, Trainee's handbook, Pad, Pen etc.)

2. **PREPARATION WITH REGARD TO CONTENT OF THE TRAINING PROGRAMME:**

For a successful training programme it is essential to see that the participants expectations and the programme objectives are synchronised.

It is suggested that the participants profile are analysed based on the available information about the participant and keeping in mind the objective of the training programme an appropriate programme schedule may be drawn.

It is necessary to ensure that the relevant examples, case or illustration are used and linked with the objectives. The course content may also suitably modified to ensure maximum benefit to the participants by equipping them with the required skill.

We have provided a programme schedule with session wise break up. However we wish to inform that the Trainer is at liberty to change it as appropriate to the situation.

SESSION BRIEF

First day	Second day / Third day

Session 1:

1.	Topic	:	Registration
2.	Duration of the session	:	30 minutes (From 10.00 a.m. to 10.30 a.m.)
3.	Facilitator	:	-
4.	Methodology	:	-
5.	Support facilities required	:	-
6.	Stationaries and other materials required	:	Registration Form, Course Kit with Text book

Session 2:

1.	Topic	:	Introduction
2.	Duration of the session	:	30 minutes (From 10.30 a.m. to 11.00 a.m.)
3.	Facilitator	:	Programme Director
4.	Methodology	:	-

5. Support facilities required : -

6. Stationaries and other : OHP / LCD Projector,
   materials required   Transparency sheets, OHP pen
                                       & White board Marker Pen

Session 3:

1. Topic : Participants expectation and setting
                                       programme rules

2. Duration of the session : 2 hours
                                       (From 11.15 a.m. to 01.15 p.m.)

3. Facilitator : Programme Director & Resource
                                       Person

4. Methodology : Interaction with the participant

5. Support facilities required : -

6. Stationaries and other : OHP / LCD Projector, OHP
   materials required   Transparency sheets, OHP pen
                                       & White board Marker Pen

Session 4:

1. Topic : PR concepts

2. Duration of the session : 3 hours
                                       (From 02.00 p.m. to 05.00 p.m.)

3. Facilitator : Programme Director & Resource
                                       Person

4. Methodology : Case discussion

5. Support facilities required : Facilities for the participant to
                                       Prepare charts, slides and power
                                       point presentation etc.

6. Stationaries and other materials required : OHP / LCD Projector, OHP Transparency sheets, OHP pen & White board Marker Pen

Session 5:

1. Topic   :   A to Z Presentation Skills

2. Duration of the session   :   2 hours
                                           (From 06.00 p.m. to 08.00 p.m.)

3. Facilitator   :   Programme Director

4. Methodology   :   Presentation skills

5. Support facilities required   :   -

6. Stationaries and other   :   Video Projector, VCR, Television,
   materials required   Video cassettes

SESSION BRIEF

First day / **Second day** / Third day

Session 1:

1.	Topic	:	Organisational Image - Exercise
2.	Duration of the session	:	1 hour & 30 minutes (From 10.00 a.m. to 11.30 a.m.)
3.	Facilitator	:	Programme Director & Resource Person
4.	Methodology	:	Group exercise (Field visit and data collection by the participants and presentation)
5.	Support facilities required	:	Vehicle and Guide
6.	Stationaries and other materials required	:	OHP / LCD Projector Flip charts, Sketch pen, OHP pen & White board Marker Pen

Session 2:

1.	Topic	:	PR Programme - Group exercise
2.	Duration of the session	:	1 hour & 30 minutes (From 11.45 a.m. to 01.15 p.m.)
3.	Facilitator	:	Programme Director / Resource Person
4.	Methodology	:	Group for discussion on Objective framing
5.	Support facilities required	:	Vehicle
6.	Stationaries and other materials required	:	OHP / LCD Projector, Flip charts, Sketch pen, OHP pen & White board Marker Pen

Session 3:

1.	Topic	:	Group exercise contd..

2.	Duration of the session	:	1 hour & 30 minutes
			(From 02.00 p.m. to 03.30 p.m.)
3.	Facilitator	:	Resource Person
4.	Methodology	:	PR programme development
5.	Support facilities required	:	Vehicle
6.	Stationaries and other materials required	:	Flip chart board, Flip charts, Sketch pen, OHP pen & White board Marker Pen, Transparency sheets

Session 4:

1.	Topic	:	Group exercise contd..
2.	Duration of the session	:	03.45 p.m. - 05.15 p.m.
3.	Facilitator	:	Resource Person
4.	Methodology	:	Preparation of Presentation material on PR Programme
5.	Support facilities required	:	Vehicle, Computer with presentation software and Assistant with familiarity in Presentation software.
6.	Stationaries and other materials required	:	Flip charts, Sketch pen, OHP pen & White board Marker Pen, Transparency sheets, Flip chart Board, Floppy diskettes.

SESSION BRIEF

First day / Second day / **Third day**

Session 1:

1.	Topic	:	Writing Press release - Exercise

2. Duration of the session : 1 hour & 30 minutes
(From 10.00 a.m. to 11.30 a.m.)

3. Facilitator : Resource Person

4. Methodology : Group discussion on writing press release

5. Support facilities required : Vehicle, DTP facilities, DTP operations

6. Stationaries and other materials required : OHP / LCD Projector, OHP Transparency sheets, OHP & White boards Marker Pen

Session 2:

1. Topic : Exercise contd..

2. Duration of the session : 1 hour & 30 minutes
(From 11.45 a.m. to 01.15 p.m.)

3. Facilitator : Programme Director & Resource Person

4. Methodology : Preparation of presentation material on press release

5. Support facilities required : Vehicle, Computer with presentation software and Assistant with familiarity in Presentation software.

6. Stationaries and other materials required : Video Projector , White board marker pen, White sheets, Sketch Pens, Floppy diskettes.

Session 3:

1. Topic : Role play on media relations

2. Duration of the session : 2 hours
(From 02.00 p.m. to 04.00 p.m.)

3. Facilitator : Press reporters/moderator & Programme Director

4.	Methodology	:	Role play
5.	Support facilities required	:	Computer with presentation software and Assistant with familiarity in Presentation software.
6.	Stationaries and other materials required	:	White board marker pen, Video cassettes, White sheets, Sketch pens, Video Projector & Television.

Session 4:

1.	Topic	:	Feedback & Validation
2.	Duration of the session	:	45 minutes (From 04.15 p.m. to 05.00 p.m.)
3.	Facilitator	:	Programme Director
4.	Methodology	:	Open session & Questionnaire
5.	Support facilities required	:	-
6.	Stationaries and other materials required	:	Feedback questionnaire & Certificate folder

3. FACILITIES

Material:

OHP Sheet, OHP marker pen, Flip chart, Flip chart board, Marker pen, Floppy diskettes, White sheets, Stapler, Stapler pins, Sketch pens etc. and Six sets of Newspaper and Journals for one week (English / Local language atleast 6 dailies).

Human Source:

1. Co-trainer

2. Two Assistants with stenography, DTP skills

3. One Attender

Machine:

OHP, Computers, LCD Projector, Colour Television, VCR etc.

4. CLASS ROOM FACILITIES

Total class rooms required: 1 + 3 (For class room discussion purposes)

5. OTHER FACILITIES REQUIRED:

*   Access to library

*   Computer with internet facilities

*   Vehicle for transportation (for participants group to go out for information

    collection and return)

*   one cab for each group

*   Identity card to be issued to the participants for facilitating data collection.

6. SUGGESTED BOOKS:

It is suggested that the following books may be provided to the trainees of

"Public relations" programme along with the Trainee Handbook.

(1) EFFECTIVE PUBLIC RELATIONS by Scott M. Cutlip, Allen H. Center, Glen
M. Broom (Prentice Hall of India Private Limited, New Delhi).
(2) What the Management Defines.. Public Relations Refines.... by K.R.Balan
(Sterling Publishes Private Ltd, New Delhi).

GROUP EXERCISE

PR RELEASE

OBJECTIVE:

Writing of Press Release.

EXERCISE:

The participants group may be asked to write a Press Release for the given topic or for the assigned PR programme.

Participants may be advised to refer course material on press release, communication etc.

Participants may be encouraged to write on a chart paper or OHP slides or to prepare power point slides for presentation purpose.

PR PROGRAMME

OBJECTIVES:

To enable the participant to develop the PR programme for an organisation. This covers development of Public relations objective, communication programme, content / message development, media co-ordination, impact / result monitoring etc.

EXERCISE:

The Facilitator may assign an organisation or, the group may be allow to choose the organisation of their interest. We suggested that the organisation may be of government owned type or public welfare type. In case the facilitator is assigning an organisation, case should be taken that group will enable to obtain all relevant information about the organisation. In case the group choose the organisation on their own it is essential to ensure that they have an access to information or possessing adequate information about the organisation by themselves.

FACILITIES REQUIRED:

In case the group prefer to go out for collecting information, vehicle facility is necessary.

The Role of the Facilitator:

It is essential to see that the spirit is alive throughout the programme and a competitive spirit is prevailing between groups.

ROLE PLAY

MEDIA RELATIONS

For giving the participants a real life experience, a press meet session can be organised and the participants group may be asked to play the role of Public Relations Officer or the spokesperson of the organisation. Press reporters from leading journals or newspapers may be identified and invited for an interaction with the group and they expect to play the role of reporters & media persons.

Some bureaucrats or senior government officers who normally face press reporters often like Secretaries to Government, Police commissioner's etc., may be invited as an observer. At the end of the press meet session, the observer as well as the press persons may be requested to provide feedback.

FACILITIES REQUIRED:

Presentation equipments and facilities to prepare charts, power point presentation, OHP slides etc. as requested by the participant group.

GROUP PRESENTATION

ORGANISATIONAL IMAGE

The participants group may be encouraged to go out and interact with the target group of the organisation or the stakeholders of the organisation in a friendly atmosphere to gather information, opinion, impression and desire etc. and they may be encourage to consolidate these information to arrive at a conclusions about the organisation image, prevailing and also the appropriate / favourable to the mission of the organisation.

Facilities required :

1. Identity card

2. Vehicle facilities

3. A person to guide the geographical locations.

CASE STUDY

CASE

PLASTIC - "DIOXIN "

The Government came out with series of publicity that burning of plastic bags / disposable etc will emit **"DIOXIN"**, the chemical which may cause cancer and birth disabled children etc. and advising the public to refrain from using of plastic carry bags, etc and ask them to switch over to paper carry bags or cloth bags.

The Plastic Manufacturers Association advertised in leading newspaper on the World Environment Day (June 5) that burning of the plastic materials such as polyethylene / polypropylene or polystyrene, **does not release dioxin at all**. When burnt they dissipate as carbon di oxide and water vapour and Plastic Manufacturer Association have quoted that this information was provided by the Director General of Central Institute of Plastics Engineering & Technology, an Institute of Repute in the field of Plastic. (See Exhibit 1)

The Government started receiving telephone calls as well as letters seeking for clarifications whether the Government advertisement stating that dioxin is released while burning? Or whether the statement issued by Plastics Manufacturers Association is true?

Some other Advertisements are also appeared on the newspaper with regard to Plastic (See Exhibit 2, Exhibit 3, Exhibit 4)

Note: The above case is developed to illustrate a situation and to form a base for classroom exercise and discussion purposes only and not intended for finding fault with any organisation or their policies and procedures.

Points for Discussion:

You are the Public Relation Officer and the Government asked you to develop the PR programmes to clarify the position to the public.

CASE

UNIVERSITY LAND

Government of "x" five days back announced that the Government is considering the allocation of land belonged to the Agricultural University, which is found to be surplus at this moment, for developing a Biotechnology Park. The plots will be allotted, on long lease, to the corporate houses with strong R & D and export potential at a concessional rate, for setting up of their biotechnology units.

Two days ago, a public forum gave a petition stating that this is against the interest of the student community, as this land is meant for future expansion of the University and should not be given to industrialists and also they seek Government to revert its decision.

The opponent political party criticised the Government for allotting the land much below the market price.

When announcing about the allocation of University land, Government expressed that the biotechnology units near University campus will facilitate the interaction between the students and the research units and thereby increasing the employability of the students.

Further this may contribute positively to the image of University itself. Yesterday, a group of student protesting and involved in dharna kind of activities, demanding the Government to revoke its decision.

The police officials informing that the situation needs to be handled properly and they anticipate agitation and violence.

The Government machinery is working towards handling the situation and seeks support from public.

Note: The above case is developed to illustrate a situation and to form a base for classroom exercise and discussion purposes only and not intended for finding fault with any organisation or their policies and procedures.

Points for discussion:

The Government appointed a small committee to develop the press release and provide enough information to handle the questions from media.

Analysis of Newspaper

LEARNING OBJECTIVE:

Newspaper may have their own style of projecting the news.

PURPOSE:

Compare different newspaper released on the same day, with respect to the news coverage, focus, words, tone, the highlight of the issue and the place in which the news is covered.

MATERIALS REQUIRED:

Newspaper   -   5 to 6   (National   / Regional language of the papers

                              released on the same day)

Number of set   -   Number of groups

EXERCISE:

These exercises may be assigned to the groups and the groups are asked to analyse the news coverage in detail by comparing all the newspaper. The analysis may be with respect to:

i)   News.

ii)   The highlighted point / issue.

iii)   Tone.

iv)   Whether the issue is covered in the front page / prominent place or in an eyes catchy manner or in the inner pages.

v)   Is there is any editorial comment with respect to this news.

vi)   Overall focus of the newspaper.

vii)   Types of news covered.

viii)   The language style and depth of coverage.

ix)   Any other observation.

PRESENTATION:

The Groups after making detailed analysis may be asked to make a presentation.

FEED BACK

PROGRAMME EVALUATION QUESTIONNAIRE

(Note : Please fill in the items in the questionnaire. Your remarks will help us to know the usefulness of this course and will help us to improve the programmes in future)

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1. Title of the course and duration   :   Public Relations
                                              (DD-MM-YEAR – DD-MM-YEAR)

2. Course objectives:

    • Be able to explain PR concept and its importance.

    • Be able to explain the importance of organisational image.

    • Be able to develop 'PR' programs.

    • Be able to maintain better media relations.

3. How effective and useful this programme is to your present and future jobs?

Very effective   Effective   Somewhat   Not
                                                  Effective   Effective

( )   ( )   ( )   ( )

4. How far have you been benefited from interaction with the fellow participants in the programme?

Substantially   Considerably   Fairly   Not much

◯   ◯   ◯   ◯

5. How far was the reading material supplied useful and relevant to the content of the programmes?

Extremely   Considerably   Fairly   Not quite
 Useful   Useful   Useful   Useful

◯   ◯   ◯   ◯

6. To what extent are you satisfied with the following:

	Fully Satisfied	Satisfied reasonably	Satisfied to a limited extent	Not Satisfied
	4	3	2	1
a) Reception	◯	◯	◯	◯
b) Classroom facilities	◯	◯	◯	◯
c) Interaction with the faculty	◯	◯	◯	◯

d) Food quality
& service
◯ ◯ ◯ ◯

7. What are the other topics, you wish to be included in this programme?

8. Did the programme give you any specific ideas about the improvements in your working situation when you get back?

Yes ◯   No ◯

9. If yes, can you spell out a few briefly?

10. Kindly indicate how effective were the following sessions to you.

S.No.	Sessions		Extremely Effective	Effective	Some What effective	Poor
	Faculty Members (Tvl / Tmt)					

11. Your overall impressions of the programme?

Very good   Good   Satisfactory   Average

◯   ◯   ◯   ◯

12. Any other comments / suggestions you wish to make about the programme.