

## UNIT 4

### PUBLIC RELATIONS

#### MEANING OF PUBLIC RELATIONS

Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

#### DEFINITION

Public relations is the deliberated, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics-Institute of public relation, USA

#### IMPORTANCE OF PUBLIC RELATIONS

Public relations are a gradually growing industry. Public relations have, in a way, become the new buzz department for many organizations. An organization's public relations department may play the most crucial role for organization when it comes to planning an event. Typically, when an organization organizes an event they are seeking to brand themselves, grow their audience and responding to their stakeholders wants.

Public relation practitioners are great for branding because they typically are not held accountable for sales. This allows them to plan for branding the organization rather than marketing and selling.

Because a great deal of public relations is closely related to community relations, the public relations practitioner will have a good notion of what stakeholders would like out of an event.

Public relation practitioners will also typically create crisis plans for organization. A great skill to have especially when it comes to planning and executing an event.

The different communication media used by public relations are relatively less expensive. Media placement charges are very low and also the tools sent to media executives for inspection are particularly less costly.

Effective communication mechanism of public relations is beneficial in establishing a good reputation in the minds of various sponsors about the facilities offered by an event organisation.

#### Limitations of Public Relations

1.PR cannot totally whitewash Tarnished image

PR changes the produced minds, misunderstanding wrong impressions, misinterpretation but certainly not change the tarnished image into a solid gold block.

2.It can't hide anything in the best interest of the company

The company as a family should not leak out weaknesses because competitors always want to en-cash on these matters Public relation cannot create reputation out of nothing.

3. The PRO (public relation officer) cannot create a reputation or goodwill unless there is little of it. A totally hopeless company is a hopeless company.

4. PR fails to have valued public opinion

Public relations do not value public opinion in the same way some people draw money on a bank where they have no money. Technically a person can draw the money from the bank from his acc even if there is no balance which is called as overdraft.

5. Public relations demands public speaking;

Public relations reaches good conclusions to create 'mutual understanding'. PR is a great art of moving with the current but not against. To influence public mood, public view, line of thinking, the PR has to go along and then it can be bent as and when it is very opportunistic and viable.

6. Public relations is a very difficult discipline to understand and conduct successfully

A strategy supported by the professional knowledge of the media will be needed to get the media where one can get high responses to promotions.

7. It is hard to predict the responses of the audience

However, the responses of the PR last around 3 days to 1week at most. A business plan will be necessary that utilizes the media exposure well without getting influenced by the needs which temporarily went up.

8. Draws end users who have bad quality

It draws the end users who have bad quality and you haven't had before into your business as your business is introduced in the media. Therefore, the claims that your business never had before might take place or it often happens that the problem of the product is picked up on.

## **PUBLIC RELATION TOOLS**

1. Company Publications- It includes company magazines, annual reports, newsletters, booklets, pamphlets, audio-visual materials like film slides, audio-video cassettes etc.
2. News and Press Releases-One of the most important tools for PR is the news giving facts and information about the company, about its product and their release to the press for publication. Writing and creating newsworthy, credible stories and articles require special skill on the part of PR personnel.
3. Events- Companies can organize and sponsor a number of special events such as sports tournaments, music, dance and other arts and cultural programmes, contests and competition, exhibitions, fairs to capture the attention of the target audiences.
4. Advertising: Messages involving PR can also be communicated through advertising. A number of companies, industries and their associations use Ads.
5. Social Service Activity- Companies can build goodwill by donating or contributing money and efforts to good social or community causes. Company can contribute a small part of money received from sale for charitable purpose say for eradication of Aids, education of orphans etc.
6. Advertorials-Advertorials are advertisements in the form of news stories or reviews in newspapers. Advertorials allow associating advertising with the credibility of the newspaper.
7. Social media  
Social media lets you bypass the media and go straight to your customers. Using social networking sites such as Face book and Twitter allows to follow and be followed by journalists, manage issues by responding quickly to criticisms or negative perceptions, and increase exposure for business brand.
8. Newsletters-Print or emailed newsletters are a good way to promote your business, communicate with customers and keep them informed of new products and services.
9. Brochures and catalogues-'Take home' or mail-out brochures or catalogues can help keep customers thinking about business and its products and services.
10. Employee relations-Staff are ambassadors for business and brand. Many larger businesses conduct employee relations - building their business culture and team relationships by sharing information, promoting involvement and instilling a sense of pride in business achievement.
11. Speaking engagements-Speaking at events where customers are likely to attend helps position you as a leader or innovator in your field. As a business owner or leader, building your reputation as an expert also builds the reputation of your business - and draws new customers.

## **PUBLIC RELATION STRATEGY**

A PR strategy will help to organize PR activities and make strategic decisions around the best way to communicate. It can also help to use the stories in business to draw in target audience as well as increase profile and build brand awareness.

Following points to be considered-

#### 1. Determine goals and objectives

When creating a PR strategy it's important to outline goals and objectives for what ones want to achieve.

#### 2. Target audience-

Target audiences are the individuals, groups and communities that have influence and decision making . They are the ones businesses are trying to attract and sell to – they are the people business want to communicate with.

#### 3. Key messages –

Key messages are the core messages business wants the target audience to hear and remember. They are an important part of a PR strategy because they can shape the content and communicate a unified message.

#### 4. Tactics-

Tactics are the activities that will help to achieve PR objectives. Tactical options include email newsletters, social media campaigns, blogs, public speaking or pitching interesting story ideas about your business to journalists. A good place to start is to make a list of the types of publications target audience reads, the events they go to and how they spend their time online. This may help to guide what type of tactics will work.

#### 5. Create a time frame-

Put time frames around each tactic to ensure they are completed in a timely manner.

#### 6. Measure your success-

It's important to measure the success of PR strategy. Create own measurement tools or set key performance indicators (KPIs) around to know what to achieve.

### **Types of Media used in Event Management**

1. Press release
2. Newspapers
3. Magazines
4. Outdoor Billboards
5. Yellow Pages

6. Direct Mail
7. Other Media (Catalogues Handout, Brochures, and Newsletters and so on)
8. Social Media
9. Specialty Advertising (Articles given free of cost)
10. Audio Visual- Film advertising, Documentary film)

### **Media management**

The process of planning the media, buying the media, analyzing the media, and adjusting the communication based on the need assessment put together is called Media Management.

### **Components of Media Management**

Media Planning

Media Buying

Analyzing the media

Adjusting the communication

1. Media Planning- It is the critical step in designing effective media buys. It involves utilizing the available media more effectively. Media planning is based on relative merits and demerits of each media.
2. Media Buying-Media buying involves decision regarding date and time of the media requirement, and space required for the desired communication.
3. Analyzing the Media- The company should analyze the media for the benefits it offers. The benefit should be compared with the cost.
4. Adjusting the communication- The message should be refined to suit a particular situation. Whenever company brings new things in the product or service, the communication should be modified to incorporate such changes.

Media Planning- is a series of decisions involving the delivery of message to the targeted audience.

### **Steps in Media planning**

1. Market analysis (Target Market)-It is necessary to decide specific market where planned efforts can be directed. The advertiser needs to identify the target market based on demographic characteristics, life style etc.

- 2. Media Objectives:

Media Objectives are often in terms of reach, frequency, gross rating points and continuity.

a) Reach- How many people are exposed to the advertisement.

b) Frequency- How many times the target audience are exposed to the advertisement during given period of time. The frequency is a measure of repetition. It promotes interest and desire for the product on a continuous basis.

C) Gross rating points- It counts total exposure.

D) Continuity- It refers to timing of the media insertions. The message should be relayed continuously to the potential households.

3) Media Strategy- is to realize company's media objectives. If the strategy is formulated properly, it ensures that the company's ad stands out in the competition.

4) Media Mix- A combination of media types is known as the media mix. No advertiser can rely on only one medium of advertising to reach his audience. Selecting the media mix involves several considerations:

- Budget
- Competitors strategy

- Reach/frequency
- Support to Distributors
- Continuity
- Flexibility
- Franchise position
- Stand of acceptance and codes of ethics
- Cost per thousand
- Creative considerations

5) Media buying-Media buying is the procurement of media inventory. The media buying functions negotiates price and placement for advertisements.

## **BRAINSTORMING SESSIONS**

### **MEANING**

**Brainstorming** is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

### **STEPS INVOLVED IN BRAINSTORMING**

1. Set the goals and objectives-Start by setting goals and defining objectives. Be specific with what you want to accomplish up front.
2. A team leader- A strong moderator or leader is essential for results, maintaining control of the session and ensuring objectives are met.
3. Decide the Participants- When deciding the participants, bring in people with varying points-of-view.
4. State the problem clearly. The purpose of brainstorming is to solve a specific problem. A good method is to write the problem clearly at the top of the board.
5. Provide the necessary background information. Ideally, you would provide the necessary information before the meeting, but sometimes you need to provide it during the meeting.
6. Have different environment-Take participants out of the normal work environment to stimulate creativity.
7. Skill for success-Set the stage and let participants know that everyone will respectfully listen to the contributions of others.
8. The rules- Don't interrupt other participants

Never say anything negative

Take notes!

9. Generate Ideas- Participants need to break the rules of conventional thinking (while following the "rules"). The Participants should really think out of the box in getting challenging ideas. The moderator should encourage individual ideas rather than group ideas.

10. Discuss and select- Once the brainstorming session is complete, the group can discuss the list and pick out the most promising ideas.

11. Decide what will happen next with the top few ideas- Define the next steps for moving the idea further along the process .This may include steps such as presenting the idea to senior management, gathering feasibility data, etc.

### **Writing for Public Relations**

If public relations are about developing and maintaining relationships between an organisation and it's public, then public relations writing are about applying language to fostering those relationships. Following points should be noted while writing information for public relations

1. The impact and cost of careless error
2. Editing and Writing
3. The Misconception of spell check
4. Editing techniques and editor's remark
5. The most common errors made daily
6. Striving for clarity for the readership
7. Writing with style and Universal ideas
8. Organizational elements and structures