PGDMC S2-02

# ADVERTISING AND PUBLIC RELATIONS

**SEMESTER- II**

## Post Graduate Diploma in Mass Communication

**Block - 2**

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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## BLOCK INTRODUCTION

This is the second block of the course on Advertising and Public Relations.Public Relations is the management function that creates, develops, and carries out policies and programmes to influence public opinion or public reaction about an idea, a product or an organization. The field of public relations has become an important part of the economic, social, and political pattern of life in many nations.

This block introduces you to the various aspects of the discipline of public relations. In this course, we shall be discussing the nature, scope and concept of Public Relations. We would also like to acquaint you with the tools of public relations. The course is divided into seven units, which are as follows –

**UNIT - 8 : CONCEPT OF PUBLIC RELATIONS**

This unit provides you an introduction to the concept of Public Relations by defining the term, discussing its nature, objectives, functions etc., besides the growth and development of Public Relations and some important concepts related to PR, such as propaganda, publicity etc.

**UNIT - 9 : PUBLIC RELATIONS PRACTITIONER AND ORGANIZATIONS**

This unit describes the profession of Public Relations, duties, responsibilities and qualities of a Public Relations Officer. A few Public Relations organizations of India have also been discussed in this unit.

**UNIT - 10 :PUBLIC RELATIONS IN ORGANIZATION**

This unit introduces you to the Public Relations set up in an organization explaining various activities of a Public Relations department, structure of Public Relations department etc. This unit also discusses the relationship between Public Relations and crisis management.

**UNIT - 11 : PUBLICS OF PUBLIC RELATIONS**

This unit aims at highlighting the importance of the target audience in PR describing the differences between internal publics and external publics. This unit also enumerates the various publicity media, such as print media, television, radio, film and new media technologies.

**UNIT - 12 : TOOLS OF PUBLIC RELATIONS**

This unit elucidates for you the varied tools of Public Relations, like house journals, bulletin boards, open day, video magazine etc.

**UNIT - 13 : MEDIA RELATIONS IN PR**

This unit illustrates the different methods of media relations describing the rules for organising press

conference, press briefings, press tours etc. It also seeks to give you an idea on how to write a press release, backgrounder, rejoinder etc.

**UNIT - 14 : GOVERNMENT PUBLIC RELATIONS**

The last unit of the course will give you an idea of Govt. Public Relations. You will also be acquainted with the PR in Public Sector Undertaking.

# Master of Mass Communication
# Post Graduate Diploma in Mass Communication
# COURSE: 07-02 (Block - 2)
# Advertising

## DETAILED SYLLABUS


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# UNIT - 8: PUBLIC RELATIONS : THE CONCEPT

## UNIT STRUCTURE


8.1 Learning Objectives

8.2 Introduction

8.3 Nature and scope of Public Relations

- 8.3.1 Definition of Public Relations
- 8.3.2 Objectives of Public Relations
- 8.3.3 Basic Functions of Public Relations
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8.4 Growth and Development of Public Relations

- 8.4.1 PR Pioneers
- 8.4.2 PR in India
- 8.4.3 Modern Public Relations in India
- 8.4.4 Future prospects

8.5 Let us Sum up

8.6 Further Reading

8.7 Answers to Check Your Progress

8.8 Possible Questions


## 8.1 LEARNING OBJECTIVES

After going through this unit you will be able to–

- define the term 'Public Relations' (PR)
- analyze the objectives and functions of Public Relations
- discuss its growth and development in the world
- explain the important stages of development of PR in India

## 8.2 INTRODUCTION

By now you must have become been familiar with the broad concept of Mass Communication. It is an emerging discipline dealing with how we can utilize the benefits of the process for the optimum development of human beings and thereby the society as a whole. In this, we shall try to explain to you some important aspects of the Public Relations.

Public Relations is the management function that creates, develops, and carries out policies and programmes to influence public opinion or public reaction about an idea, a product or an organization. The field of public relations has become an important part of the economic, social, and political pattern of life in many nations.

Public Relations activities in the modern world help individuals and organizations to build prestige, to promote products and to win elections or legislative battles. This unit will concentrate on the concept of Public Relations, and its objectives and functions. Our purpose is to make you familiar with the growth and development of PR. In the following unit, we will discuss PR practitioners and various PR organizations in India.

## 8.3 NATURE AND SCOPE OF PUBLIC RELATIONS

The concept of Public Relations is an emerging notion especially in Mass Communication discipline. It is basically a management function. PR tries to build an image of an organization and tries to develop a good and sustainable relationship between the organization and its **publics**. It should be based on truth, knowledge and information.

In today's business and non-business operations, PR has assumed a significant role because the public have become aware and assertive. This trend became visible around the seventies of the last century. They now seek more communication from firms, departments of the state, and NGOs about their objective, operations, and motives. PR establishes and maintains mutually beneficial relationship between a firm and the public upon whom its success or failure squarely depends.



***Publics :*** *In PR, public refers to the various categories of people who are associated with an orgainsation. Please take note that Publics' is not the plural of public. 'Publics' is a completely independent word used only in the use of PR.*

**Public Relation**s activities are a major part of the political process in many nations. Politicians seeking office, government agencies seeking acceptance and cooperation, officials seeking support for their policies, and foreign governments seeking aid and allies abroad all make extensive use of the services provided by Public Relations specialists.



*Public Relations is, simply stated, the art and science of building relationships between an organization and its key audiences or the publics.*

## 8.3.1 Definition of Public Relations

The British Institute of Public Relations has given a special attention to evolve a comprehensive definition of the term Public Relations. According to them, Public Relations is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.'

Now let us analyze the definition. This comprehensive definition given by the British Institute of Public Relations says that PR is basically an effort to establish and maintain good relations between the organization and the publics. What type of effort? It should be deliberate, planned and sustained. 'Deliberate' because Public Relations practitioners try to make it clear that the success of their job depends on the promises.

It is 'planned' because a Public Relations practitioner is always in control of what is being done; he leaves nothing to chance, so he must work to a plan and on a planned basis. The thought is sufficiently vital for it to demand the double emphasis of 'deliberate' and 'planned'. It is also 'sustained' because a Public Relations practitioner always tries to implement a thought or an idea.



According to the above stated definition of PR, the mutual understanding between the organization and its publics is necessary, because no man can work in a vacuum. Everybody works for somebody. A PR practitioner works for an organization- a govt., a public sector undertaking, business, charity or any other.

The PR deals with the 'Public', because the organization for which he/she works, wants to be understood and appreciated by the people around it.

According to Dr Rex F Harlow, "Public Relation is the distinctive management function, which helps establish and maintain lines of communication, understanding, and acceptance and cooperation between an organization and its publics."

The publisher of a pioneer newsletter of Public Relations "Public Relations News", Denny Griswold defines the term thus: 'Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, executes a programme of action to earn public understanding and acceptance.'

Sam Black in the book 'Practical Public Relations' says that the fundamental purpose of the Public Relations practice is to establish a two way flow of mutual understanding based on truth, knowledge and full information.

## 8.3.2 Objectives of Public Relations

We have diverse human institutions interacting with each other. For their smooth functioning, they need to pay greater attention to understanding human attitudes in order to seek each others' acceptance and cooperation. Understanding the difficulty in bridging the yawning gap in any process of communication between what the sender means and what the receiver thinks is necessary. For that reason, 'Public Relations' has become an important thing in the present day life. The following are the main

objectives of PR :

- to maintain the prestige or favourable image.
- to promote the product and service.
- to maintain the goodwill among the employees, dealers, distributors, suppliers, stockholders, community and the goverment.
- to prevent and solve the labour problem.
- to overcome misconceptions and prejudice.
- to attract the personnel.
- to educate the public on the use of the product and service.
- to investigate the attitude of various groups towards the policies.
- to formulate and offer guidance of the policies.

### 8.3.3 Basic Functions of Public Relations

The basic functions of PR can be mentioned as follows -

1. To inform the publics about their specific activities.
2. To interact with various government and non government departments for smooth running of the organization.
3. To build healthy image in the minds of the masses.
4. To manage a Crisis.
5. To maintain good media relations
6. To use various PR tools to achieve the goals.

### 8.3.4 Nature of Public Relations

Already we have discussed the concept, objectives and functions of Public Relations. Let us discuss the essential nature of Public Relations.

- PR conducts a planned and sustained programme as a part of the management of an organization.

- It deals with the relation between an organization and its public.
- It monitors awareness, opinion, attitudes, and behaviour patterns inside and outside an organization.
- It analyses the impact of policies, procedures, and actions on public
- It also gives information about new actions, policies and procedures which would be beneficial for managing the firm.
- Some PR exercises are exclusively planned and executed to build the image of the firm
- It ensures two way communication flow between the organization and its public
- A PR exercise tries to build long term relations between the firm and its public.



## CHECK YOUR PROGRESS

**Q.1 :** Discuss the definition of PR as given by the British Institute of Public Relations.

_____

_____

**Q.2 :** Do you think Public Relations is a management function? Why ?

_____

_____

**Q.3 :** What are the objectives of PR?

_____

_____

**Q.4 :** Enumerate the nature of PR in an organization.

_____

_____



**ACTIVITY : 8.1**

1. Observe the Public Relations activities carried out by a Bank nearer to your locality. Prepare a report on it.

## 8.4 GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS

The use of Public Relation seems to be older than that of its origin as a term. When Queen Elizabeth-I came to power in 1558, the internal situation of the UK was in disarray in which the possibility of rebellion always endangered the stability of the government. But Elizabeth was not only able to manage the affair by bringing stability and order in the society, but also raised the nation to an acclaimed height. One of the secrets of her miraculous success was unquestioningly the good Public Relations she employed by appointing able administrators who rendered a good deal of dedicated service to the nation.

Public Relations is considered an important tool in moulding public opinion which constitutes the basic spirit of democracy. The term public opinion was not used until the eighteenth century. The Greek writers elaborated on public will, which was ultimately shaped by the Romans in the expression of **Vox Populli** (popularly known as Vox Pops). The need of influencing voice of the people on predetermined line paved the ground for the emergence of Public Relations. Information is the core of communication which is partly designed to influence the action and opinion of the public. When information is disseminated with this purpose, it is communication.



***Vox Populli :*** *Public opinion popular beliefs.*

American President Thomas Jefferson first coined the term Public Relations in his address to the Congress in 1807. The intention of the President was to explore meaningful words for expressing his idea. Public Relations as an organized profession emerged in the United States. According to Scott Phillip the birth of Public Relations was closely associated with the beginning of American industrialization. In 1900 Publicity Bureau, a

Public Relations consultancy firm was established in Boston. In 1915, Ivy Lee engineered public campaign on behalf of Pennsylvania Railroad Company. During the First World War, the then US president, Woodrow Wilson created a committee on Public Information headed by George Creel. It had many young faces, who acted as propagandists. The objective of the committee was to unite the public opinion in favour of the war. During those times PR was the form of publicity & its objective was to influence the masses and it was synonymous with 'influencing'. There was a quiet period between **WW-I & WW-II**. When the PR exercises had been stopped during the WW-II, the need of the PR was felt again. This time the emphasis was on two way communication and relationships.



*WW-I & WW-II : World War –I and World War – II.*

## 8.4.1 PR Pioneers

- **Ivy Ledbetter Lee:** Lee was perhaps the most famous of the early Public Relations practitioners. He helped to develop many of the techniques and principles that today's practitioners follow. He believed in open communication with the media, and he was candid and frank in his approach to the press. He understood that good corporate performance was the basis of good publicity. Many believe that his major contribution was to humanize wealthy businessmen and to cast big business in a more positive light.

A former Wall Street reporter, Ivy Lee became a Public Relations counselor with George Parker in 1904. He developed a publicity policy of "the public be informed" in contrast to the infamous statement of financier William Vanderbilt, "the public be damned."

> 'Business had to tell its story honestly, accurately, and openly in order to win public understanding and support'.. .. Lee

- **Bernays :** In 1917, during World War I, the Committee on Public Information, also known as the Creel Committee after the name of its chairman, former newspaper reporter George Creel, was organized to help sell war bonds and generally to promote the war effort. Bernays was among those who lent his talents to the war's publicity front. World War II had the Office of War Information, which organized one of the largest Public Relations campaigns in history

to muster support for America's entry into the war. Between world conflicts, the Roosevelt administration relied heavily on Public Relations techniques to promote its New Deal legislation.

Bernays actually became a full-fledged Public Relations counselor in 1919 when he established his own counseling firm with his wife. Over the years, they represented hundreds of clients in all major fields of business. They also worked for not-for-profit organizations such as the National Association for the Advancement of Colored People (NAACP).

### 8.4.2 PR in India

In India the use of Public Relation dates back to the time of Ashoka, the Maurya Emperor who made arrangements for inscribing his messages in different parts of his empire. The **edicts** were to inform the people about the different aspects of his policy. He urged the people to perform certain tasks which were mainly designed to establish general welfare on religious lines. Another aspect of the inscriptions was to seek goodwill from the people in order to strengthen the order of establishment. The language of the script was not same in different regions. The objective of using different scripts in providing same information was to widen the scope of understanding in the context of specific needs of people living in different parts of empire. Emperor Ashoka realized that a better understanding of the script would pave the ground for winning the people's confidence which might be described as an exercise of Public Relations. The Public Relations information is considered to be the staple food that is being dished out to the target audience or to the external public with a definite purpose. Hence, Public Relations may be described as a communication that is designed to influence the behaviour of the people. Kabir, Srimanta Sankardev, Srimanta Madhavdev, Chaitnya Mahaprabhu, and other great religious saints to diffuse knowledge through the traditional or folk media of communication in order to bring revolutionary changes in human consciousness. In the twentieth century Mao-Tse-Tung and Mahatma



***Edicts** is an announcement of a law. It is associated with Monarelism.*

Gandhi gave birth to the concept of Mass Communication which demanded a good deal of Public Relations exercise in understanding the true ethos of the people and transforming the peoples behavior into mass movements. As the days rolled by, Public Relations started to be an integral part of business and commercial activity. Even modern politics cannot go a single step without the help of Public Relations. The success of every policy in social, economic or governmental context is highly conditioned with the co-operation of people. For winning the confidence of the people, the only effective means is Public Relations.

### 8.4.3 Modern Public Relations in India

Business and commerce in the present day world is highly professional in its approach to meet the challenge of competition. It is almost customary for the corporate sector to adopt the appropriate Public Relations strategy for formulating and implementing policy which holds the key to success. Though viewed from different angles, the development of Public Relations in India can be grouped under four phases:

(i) We can say this period as philanthropic stage. The early stage where Public Relations was practiced less as a matter of deliberate Public Relations policy and more out of a liberal and philanthropic approach or out of sheer necessity for disseminating information. In this stage various organizations, especially the British Govt. and some other private organizations tried to disseminate information for the development of the society as a whole and this stage continued till the World War II;

(ii) The next stage started during the World War II and can be defined as a stage of conscious PR. In the early period of this stage, our ruler consciously tried to change the Indian people's attitude towards the WW-II, because most of the people of the country did not support the war. This stage still continues but a further development took place in the post-independence period especially towards the latter half of the fifties and the early half of the sixties;

(iii) The third stage of Public Relations was market by a more systematic approach of independent India's new government. The Govt. of India tried to popularize various policies and programmes, which were basically aimed at establishing a social welfare state. This stage is also represented by the response of organizations in India to the new environment created in the wake of the Government's Industrial Policy Resolution and the growth of democratic institutions in India - Parliament, the Legislatures, etc.

(iv) The professional Public Relations started in this period in the country. The fourth stage is represented by what one may call the stage of professionalism in Public Relations when Public Relations practitioners began to organize themselves as a professional body and tried to develop their skills as Public Relations people. It was in this period that the Public Relations Society of India began to play an active role and initiated a movement to improve the standards of Public Relations practice in India.

### 8.4.4 Future Prospects

The world is changing rapidly. Human values, preferences, attitudes and beliefs are greatly influenced by the changing environment. The last part of the twentieth century was the era of post-industrialization. One of the salient traits of industrial production was the emphasis on producing and manufacturing as much goods as possible. But in the post-industrial society the emphasis was shifted to information-based controlled production, distribution of goods and services. The post-industrial socio-economic environment was remarkably different from that of the industrial age. This change has brought enormous implications for economic and social community structure, human psychology and cultures. Entire perspective was changed as these factors are moving fast, stimulating each other and Public Relations being a part of socio-economic activity has also changed its face under the spell of all pervading transformations. The approach of public relations to

numerous issues started changing with the impact of globalization. If Public Relations fail to react to the necessities of information society it will not be able to play a significant role in the society. The future of Public Relations lies in the efficiency of systematic handling of analytical information related to specialized service sector and other allied areas. As Public Relations basically deal with information it is expected that it will be able to confront the challenges of information society.



## CHECK YOUR PROGRESS

**Q.5 :** When were modern Public Relations started? Who was the person behind the starting of modern PR in the world?

_____

_____

**Q.6 :** During the WW-I, who created a committee on public information? Who was the head of this committee?

_____

_____

**Q.7 :** Who was Ivy L Lee?

_____

_____



## ACTIVITY : 8.2

1. Open the pages of a daily newspaper and try to identify which news story focuses on publicity and which on propaganda ? State the differences between publicity and propaganda.
2. Try to develop your communication skill and make an attempt to extend the hand of friendships to at least three people in a day.



## 8.5 LET US SUM UP

A careful analysis of this unit will reveal the following –

- 'Public Relations' is the management function that creates, develops, and carries out policies and programmes to influence public opinion or public reaction about an idea, a product, or an organization.
- The field of Public Relations has become an important part of one economic, social, and political life. It includes advertising, publicity, promotional activities, and press contact.
- Public Relations co exists in business with marketing and merchandising to create the climate in which all selling functions occur.



## 8.6 FURTHER READING

1. Aggarwal, Vir Bala, Gupta, V.S. (2001) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company.
2. Black, Sam (1995) *The Practice of Public Relations*. New York : Routledge.



## 8.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.NO. 1:** According to the British Institute of Public Relations, Public Relations is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.' 'Deliberate' because Public Relation practitioners try to make it clear that the success of their job depends on the premises and that nothing should happen by accident. 'Planned', because a Public Relation practitioner is always in control of what is being done and nothing is left to chance; so he must work to a plan and on a planned basis. It is also 'sustained' because a Public Relation practitioner always tries to

implement a thought or an idea that will remain with the person at home.

**Ans. to Q.NO. 2:** Yes. It is an integral part of management. Because the main task of the Public Relations department is to establish and maintain a good relation and a mutual understanding between the organization and its publics.

**Ans. to Q.NO. 3:** The following are the main objectives of PR –

- To maintain the prestige or favourable image.
- Promotion of product and service.
- To maintain the good will among the employees, dealers, distributors, suppliers, stockholders, community and the government.
- Prevention and solution of the labour problem.
- Overcoming miss-conceptions and prejudice.
- Ability to attract the personnel.
- To educate the public on the use of the product and service.
- Investigation of the attitude of various groups towards the policies.
- Formulation and guidance of the policies.

**Ans. to Q.NO. 4:** PR conducts a planned and sustained programme as part of the management of an organization. It deals with the relation between an organization and its public. It monitors awareness, opinions, attitudes, and behaviour patterns inside and outside an organization. It analyses the impact of policies, procedures, and actions on public. It also gives information about new actions, policies, procedures which would be beneficial for managing the firm. Some PR exercises are exclusively planned and executed to build the image of the firm. It ensures two way communication flow between the organization and its public. A PR exercise is always an effort to build long term relations between the firm and its public.

**Ans. to Q.NO. 5:** In 1900 Publicity Bureau, a Public Relations consultancy firm was established in Boston and Public Relations became a profession. In 1915, the legendary exponent Ivy Lee actively

participated in public campaign on behalf of Pennsylvania Railroad Company.

**Ans. to Q.NO. 6:** During the First World War, the then US president, Woodrow Wilson created a committee on Public Information. George Creel was the head of this committee.

**Ans. to Q.NO. 7:** Ivy Ledbetter Lee started his career in the field of Mass Communication as a reporter for the Wall Street. In 1904, he joined as a Public Relations counselor with George Parker and became the most famous of the early Public Relations practitioners. He helped to develop many of the techniques and principles that today's practitioners follow. He believed in open communications with the media, and he was candid and frank in his approach to the press. He understood that good corporate performance was the basis of good publicity. Many believe that his major contribution was to humanize wealthy businessmen and to cast big business in a more positive light.



## 8.8 POSSIBLE QUESTIONS

**(A) Short Questions**

**Q1.** What do you mean by Public Relations?

**Q2.** How can PR build an image for an organization?

**Q3.** What are the various stages of development of modern PR in India?

**Q4.** What responsibility does a spokesperson perform in an organization?

**(B) Long Questions**

**Q1.** What are the main differences between advertisement and Public Relations as a part of the communication discipline?

**Q2.** Who was Ivy Lee? Enumerate his contribution towards modern PR.

# UNIT-9 : PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS

## UNIT STRUCTURE


9.1 Learning Objectives

9.2 Introduction

9.3 Propaganda and publicity

9.4 Public Relations Officer

9.4.1 Public Relations Officer - Duties and Responsibilities

9.4.2 Qualities of a good Public Relations Officer

9.5 Public Relations Organizations in India

9.5.1 PRSI

9.5.2 PRCI

9.5.3 PRCAI

9.6 Let us Sum up

9.7 Further Reading

9.8 Answers to check your progress

9.9 Possible Questions


## 9.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- describe the terms propaganda and publicity
- discuss the role of Public Relations Officer in an organization
- outline the duties and responsibilities of a PRO
- explain the qualities of a successful PRO
- discuss the role of PRSI in PR profession in India
- explain the important PR organizations– PRCI and PRCAI

## 9.2 INTRODUCTION

By now you must already be familiar with the basic concept of Public Relations and how it is important in the present day. We have also discussed the growth and development of modern PR. In this unit, we shall try to explain to you propaganda & publicity as two important concepts related to Public Relations besides various duties and responsibilities of a Public Relations officer, followed by suggestions as to how you have to prepare yourself to be a good PRO.

Public Relations is an essential tool of modern management. The effectiveness and success of the Public Relation programmes of an organization largely depend on the calibre of the personnel entrusted with the job. The PRO may be pertinently compared to a driver of the organization. Basically a PRO should be a very good communicator. He has to communicate with the internal as well as external publics of the organization.

This unit will concentrate on the activities, functions and responsibilities of a Public Relations Officer, who deals with multifarious activities to build a good image of the organization and to make good PR with the publics of the organization. In the following unit, we shall discuss PR setup in an organization and PR in the crisis situation.

## 9.3 PROPAGANDA AND PUBLICITY

**PROPAGANDA**

An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, 'Process and effect of Mass Communication'). In the propaganda process opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations. Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and

logical. Propaganda leads to collective actions. It is different from advertising in the sense that advertising tries to influence the actions and thought process of individuals. Propaganda influences the thought process of groups. Hence, Schramm opines that propaganda operates to put an end to discussion and reflection. During the elections, the political parties resort to propaganda campaigns to malign the images of their opponents.

Wilbur Schramm outlined some methods of Propaganda, such as –

**(1) Define the facts:** misrepresenting facts and supplying wrong sets of information to the public through Propaganda.

**(2) Use in-group out-group attitudes:** Two opponent groups create the feeling of dissent. The groups also teach their own members to spite other groups. This is called in-group out-group attitude. The Propagandist creates positive feelings in the minds of the groups.

**(3) Use emotional attitudes:** The propagandist can identify the emotional attitudes and prejudices that are already present in people. If he is able to associate his views with some favorable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist to create a favorable impression for his thoughts smartly uses the preexisting opinions and attitudes of the people in question.

Encarta Encyclopedia describes Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. No matter what its objective, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.

## PUBLICITY

The publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote

their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision makers may or may not use these sets of information. PR expert Cutlip defined publicity as "----information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". Good Public Relations start with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention, to gain recognition, to build image and to win the approval of the target public.

According to the Handbook of Journalism and Mass Communication, we may broadly categorize publicity into seven types:

**1) News**

The most common type of publicity is news of local, regional or national interest. There are two types of news publicity - spontaneous news and planned news. Spontaneous news publicity originates from an unplanned event, such as a strike in an organisation, major accident, fire, explosion, flood or drought etc. News media are notified and they may send reporters, photographers and camera crew to the news source. Planned news publicity originates in the day-to-day developments and occurrences within organization, which may be of news value and public interest. News releases are prepared and distributed by public relations staff at the headquarters.

**2) Business feature Articles**

Business feature articles are an important type of publicity published by business, trade and technical media, prepared by industrial firms to support their marketing objectives. A business feature defines problems common to an industry and describes solutions to these problems. A business feature may be developed from speeches discussing product applications. Independent, or freelancers, writers and photographers, whose work is coordinated by a member of the Public Relations staff, prepare many business features.

**3) Service Feature Article**

Service Feature Article is written to provide newspaper and magazine readers with information, advice and suggestions on home, fashion, health, food, beauty and care etc.

**4) Financial publicity**

Financial news releases, feature, annual and quarterly reports, organisation and coverage of annual meetings, new products and other financial news, which are the examples of many news releases and feature articles appearing on the financial pages of daily newspapers and financial magazines. These are a few kinds of financial publicity.

**5) Product publicity**

Product publicity gives information about complex technical product or service to the consumers to enable them to choose intelligently from a wide variety of products in the market.

**6) Pictorial Publicity**

It is a publicity through pictures and still photographs through newspapers and magazines. Many companies maintain cameramen for photographic coverage of special events.

**7) Emergency Publicity**

To ensure proper handling of media relations during an emergency, the Public Relations department should prepare, in advance, a carefully considered emergency publicity programme.

**Publicity Media**

Newspaper is the major medium of publicity. They are read by a large number of people and they influence public opinion. Newspapers appeal to the target audiences providing opportunities for product publicity.

Magazines are an important medium for product news, feature stories and pictorial publicity. It affords space to tell a complete story. Magazines are particularly suitable for service or educational publicity articles. The attractive appearance, good paper quality and five-color combination of magazines make them ideal for picture publicity.

Radio and television publicity has developed rapidly throughout the world and in the country. Radio covers 95% of the geographical area while TV covers 80%. TV is becoming one of the most effective media for publicity because of its audiovisual characteristics.

Good relationships with editors, editorial writers, publishers, columnists and news broadcasters are vitally important to secure publicity. Personal contacts, press conferences, media previews, media management launchers and media kits are the most effective weapons of publicity.



## CHECK YOUR PROGRESS

**Q.1 :** What do you mean by propaganda?

_____

_____

**Q.2 :** Explain at least three types of publicity.

_____

_____

**Q.3 :** What is news?

_____

_____

**Q.4 :** What do you mean by publicity?

_____

_____



## ACTIVITY : 9.1

1. Open a daily newspaper and try to identify various news items which are published as some from of publicity.
2. Visit a nearby private educational institute and collect information on their publicity plan and try to prepare a report on it.

## 9.4 PUBLIC RELATIONS OFFICER

The PRO is primarily a communicator. He has to communicate the ideals and policies of the organization to the public through various media such as the press, radio, film, oral communication, exhibition etc. The PRO must have a thorough knowledge and experience in mass media operations so that he can handle them effectively. He is responsible for image buidling of the concerned organisation and its functionaries.

The PRO may be extremely experienced in writing for newspapers, magazines and other printed media. The PRO should have a complete mastery over all media. He should know how to make use of them for effective results. PRO must have the ability to plan and execute the combined use of all those PR tools best suited to his purpose.

### 9.4.1 Public Relations Officer - Duties and Responsibilities

Public Relations is an essential tool of modern management. The effectiveness and success of the Public Relations programmes of an organization largely depend on the calibre of the personnel entrusted with the job. The PRO may aptly be compared to a driver. A good driver has a master skill on driving, but he may not be an expert on the complex mechanism of the working parts of his vehicle. Similarly a good Public Relations Officer may not necessarily understand the ultimate workings and mechanisms of all the mass media. But like the good driver he should know how to handle his vehicle as a whole to get the maximum benefit from it.

**Public Relations Officer as a good communicator**

The Public Relations Officer is mainly a communicator. He has to communicate the ideas and policies of the organisation to the public through various media such as the press, TV, radio, film, oral communication exhibition etc. The Public Relations Officer, therefore, must have a thorough knowledge of and experience in mass media operation, so that he can handle them effectively. Inevitably the Public Relations Officer should present to the different media of communication the whole story in a manner that covers both the

positive and negative aspects of an issue. The skill of persuasive writing is the most important prerequisite for successful PR. The Public Relations Officer must be sufficiently experienced in writing for the newspapers, magazines and other print media, but may not be so well versed in designing exhibition, producing films or presenting a radio programme. However, the Public Relations Officer meet shoulder the responsibility of organising and managing different programms.

**Association with Top Management**

As mentioned earlier, the PRO acts not only as the source of information in his organization, but also as the interpreter of its official policy to the public. To carry out these responsibilities effectively, he should always be associated with the top management and decision-making. The PRO must ensure that the top management always considers the interests of the public. The PRO therefore can be called the publics' 'eyes' and 'ears'.

It is, therefore, desirable that the PRO should be under the immediate and direct control of the Chief Executive and not under any intermediary officer of the organization. This gives the PRO ample scope to be in intimate liaison with the top management and to deal with matters at the highest level, besides enabling him to be in close touch with the heads of other departments.

The PRO must strive to gain the confidence of the management. At the same time, the management must take the PRO into confidence. Such an atmosphere of mutual trust and confidence is necessary to carry out the functions successfully and to safeguard the interests of the management effectively.

**Liaison with Mass Media**

The PRO has to establish and maintain close liaison with the various mass media on the one hand, and the organization which he represents, on the other. In fact, he is the immediate link between the organization and the media. It is the PRO who receives queries and reactions from the media and it is he who communicates to them the first information of public and

organizational interest. In dealing with the media and their personnel, the PRO often has to face irritating and controversial questions. Such situations have to be tackled carefully and with tact, and the PRO should not lose his cool over such controversial or delicate issues. The capacity to maintain a pleasant and equable disposition and never to lose temper is the greatest asset for a PRO. What is equally important, he should diligently avoid the last vestiges of red-tapism evasiveness.

**Right Image Builder of the Organization**

One of the prime functions of the PRO is the building of the right image for his organization, based on its good performance. The image of an organization depends on the functioning of its various departments and on the kind of relations keeps with the public at large. In order to succeed as an image-builder, the PRO should first enhance his own image and image of his profession, within and outside the organization.

## THE COMMANDMENTS FOR A GOOD PRO

1. To acquire flair for writing and public speaking, with an ability to communicate ideas effectively.
2. To inculcate a wide reading habit and curiosity for forceful words. It is only through wide reading that one can acquire knowledge on a variety of subjects and gain ability to handle problems with confidence.
3. To gain adequate knowledge of all mass media.
4. To develop good organizing ability and make friends at all levels.
5. To be cheerful and courteous.
6. To have an infinite capacity for taking pains and doing hard work.
7. To develop an ability to persuade people by cogent reasoning.
8. To instill in oneself a sense of curiosity about people, things and places, together with an ability to conceptualize a situation and to understand public moods.

9. To have a good imagination, a lively inquisitive mind and a sense of humour.
10. To be honest and sincere.
11. To offer counselling based on an understanding of human behaviour and to analyze future trends and predict their consequences.
12. To research into public opinion, attitudes and expectations and advise on necessary action
13. To establish and maintain two-way communication based on truth and full information.
14. To prevent conflict, misunderstandings and promote mutual respect and social responsibility
15. To harmonize the private and the public interest by promoting goodwill with staff, suppliers & customers
16. To improve industrial relations
17. To promote products or services.
18. To maximize profitability by projecting a corporate identity.

**QUALIFICATIONS OF PRO**

While appointing PROs most of the organizations prefer graduates with a Degree or Diploma in Journalism or Public Relations. Firms belonging to the financial sector and chemical industry want graduates in commerce and science respectively.

Some organizations insist on certain special requirements for the PR practitioner, such as the following: He should be / should have-

A) Intellectually sharp.

B) A man of many tastes.

C) A generalist in terms of capabilities and a specialist in so far as P.R. responsibilities are concerned.

D) Essentially be a 'go-getter'.

E) Flair for writing.

F) Pleasing personality, initiative and drive.

G) Proficient in oral and written communication.

H) Equally at ease whether writing or talking.

I) Ability to communicate effectively.

The Committee on Public Relations and Publicity in public undertakings recommend the following as the minimum qualifications for P.R.Os in public sector enterprises:

(a) A good university degree, preferably in humanities,
(b) Personality to communicate effectively with a variety of people inside and outside the organizations at various levels,
(c) Capacity for sustained hard work and ability to handle different human and organizational problems,
(d) Writing and editing of news items, features and articles; experience of working in an advertising agency; ability to write scripts and commentaries for films and broadcasts; understanding of and ability to utilize various media of mass communication, press, printed material (house magazines, pamphlets, leaflets and other company publications), radio, films, audio-visual programmes, etc.
(e) Institutional training in public relations would be a desirable qualification,
(f) Persons who head a P.R. set-up should have the quality of leadership and skill to handle creative writers, visualisers and artists to get the best out of them.

**Experience**

For senior level P.R. men, 3-7 years experience in Publicity, Journalism or Public Relations in a reputed Government or private organization is insisted upon. While journalistic background is a great advantage for Public Relations work, it may not be correct to claim that only journalist can be a good P.R.O.s.

**Salary**

The pay scales of P.R. personnel differ from organization to organization. Starting salaries depend to a large extent on educational

qualifications, experiences, at the level of entry and the financial condition of the organization.

**Responsibility of a Public Relation Officer:**

1. Relation with the publics.
2. Relation with the press.
3. Handle publications.
4. Relation with the local community.
5. Handle the financial relation.
6. Relation with the Government.
7. Take the responsibility of the annual report of the concern.
8. Arranging the press conferences.
9. Handling the crisis situations.
10. Reception of the guests.
11. Taking every possible step for building and boosting the image of the organization.
12. Coordinating the organization and the public and bridging the communication gap, if any.



**LET US KNOW**

**Qualities of a Good PRO:**

1. Good communicator.
2. Smart.
3. Command over various language.
4. Punctual.
5. Presence of mind.
6. Good knowledge on the background of the organization
7. Knowledge of the national & state policies.

8. Good interpreter.
9. Media awareness.
10. Cool & calm.
11. Good personality.
12. Tactfulness.
13. Farsightedness
14. Hard working.
15. Organizing capacity.



## CHECK YOUR PROGRESS

**Q.5 :** Who is a PR practitioner?

_____

_____

**Q.6 :** Write at least five duties and responsibilities of a PRO.

_____

_____

**Q.7 :** What are the basic qualities required by a good PR person?

_____

_____



## ACTIVITY: 9.2

1. Visit a corporate organization and a Govt. office and meet the PR practitioner of those organizations. Try to make a comparative study on the duties and responsibilities of both the PR practitioners.
2. Go to a nearby branch of State Bank of India and meet the *Grahak Mitra* and ask him/ her about their PR strategies.

# 9.5 PUBLIC RELATIONS ORGANIZATIONS IN INDIA

## 9.5.1 Public Relations Society of India (PRSI)

The Public Relations Society of India (PRSI) was established in 1958 to promote the recognition of Public Relations as a profession and to formulate and interpret the objectives and the potentialities of Public Relations as a strategic management function to the public.

The society functioned as an informal body till 1966 when it was registered under the Indian Societies Act, with headquarters in Mumbai. The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969. Chapters were launched in Mumbai, Delhi. Chennai and Kolkata till 1969.

Earlier in 1965, another professional body, the 'Public Relations Circle' was founded and registered in Kolkata. It was the first ever association of professional PR practitioners in Eastern India and was doing commendable work.

Each application for membership is forwarded by the Regional Chapter to the National Council for consideration with their recommendations regarding acceptance and classification, and the same is forwarded to the Secretary-General for consideration of the National Council.

There are following classes of members :

1. General Members;
2. Life Members;
3. Associate Members;
4. Honorary Members; and
5. Student Members

The society is recognized as the national PR organization by the International Public Relations Association, and is one of the founder members of the Global Alliance of Public Relations and Communications Management. The Regional Chapters of the society

regularly organize seminars and lectures on various aspects of Public Relations. PRSI today has 30 chapters and a 3000 strong membership.

April 21, is a red-letter day in the history of Indian Public Relations. It is because the National Public Relations Day is celebrated on this day all over the country since 1986. The First All India Public Relations Conference was organised in Delhi on April 21, 1968. The theme of the conference was 'Professional Approach'.

### 9.5.2 Public Relations Council of India (PRCI)

The Public Relations Council of India (PRCI) was established in 2003-04. It is an apex body for promoting the Public Relations profession and, as a whole, the communication discipline in the country. It is a body of PR professionals from all over the country. The council is affiliated to various institutions like Asia Pacific Council of Communication. The main objective of the council is to act as a forum for imbibing the best communication from across the globe and provide exposure to local talent.

### 9.5.3 Public Relations Consultants Association of India (PRCAI)

The Public Relations Consultants Association of India is a trade association that represents India's Public Relations consultancy sector while providing a forum for Government, public bodies, industry associations, trade and others to confer with Public Relations consultants as a body. Modelled on the successful UK PRCA, it has been mooted by a group of seven like minded PR Firms, now the Founding Members, with the aim of furthering the cause of the PR industry in India.

The Membership of PRCAI is restricted to consultancies that meet the basic criteria set out by the Association. The Association will provide a formal, professional mechanism, with its range of membership services and information for the PR industry to improve profitability while following a Code of Practice along with global benchmarks.



## CHECK YOUR PROGRESS

**Q.8 :** What are the basic objectives of PRSI?

_____

_____

**Q.9 :** When PRSI was formed and registered?

_____

_____

**Q.10 :** On what basis the National public Relations Day is celebrated?

_____

_____

**Q.11 :** What does IPRA stands for?

_____

_____



## ACTIVITY: 9.3

1. If you are able to access the internet, then visit the following sites—

i) www.**prsi**.co.in

ii) www.**prcai**.org

iii) www.**ipra**.org

Check out basic activities that are currently carried by the organisations and prepare a report on it.



## 9.6 LET US SUM UP

Propaganda is a concerted set of messages aimed at influencing the opinions or behaviours of a large number of people. It is basically an aggressive communication that manipulates public opinion. It is generally carried out through media that is capable of reaching a large number of

people and effectively persuading them for or against a cause. Publicity is the deliberate attempt to manage the public's perception of a subject.

The Public Relations Officer is mainly a communicator. He has to communicate the ideas and policies of the organization to the public through various media such as the press, TV, radio, film, oral communication, exhibition etc. A public relations officer uses all forms of media and communication to build, maintain and manage the reputation of organizations ranging from public bodies or services to businesses and voluntary organizations.

A few PR organisations are there in India with the prime objective to develop and improve the PR profession in the country. Among them Public Relations Society of India (PRSI), Public Relations Council of India (PRCI), Public Relations Consultants Association of India etc. are significant.



## 9.7 FURTHER READING

1. Bernays, Edward L. (2004). *Public Relations*. University of Oklahoma Press

2 Sengupta, Sailesh (2009). *Management of Public Relations and Communication*. New Delhi : Vikas Publishing House.



## 9.8 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.NO. 1:** Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions to influence people to accept a given view, sentiment or value.

**Ans. to Q.NO. 2:** The following are three types of publicity:

- **News:** The most common type of publicity is the news of local, regional or national interest. There are two types of news publicity-Spontaneous

news and planned news.

- **Service Feature Article:** Service Feature Article is written to provide newspaper and magazine readers with information, advice and suggestions on home, fashion, health, food, beauty and care etc.
- **Financial publicity:** Financial news release, feature, dividend declarations measures, annual and quarterly reports, annual meetings, new products and other financial news are the examples of many news releases and feature articles that appear on the financial pages.

**Ans. to Q.NO. 3 :** News is information about an event that happens in the society, which affects the lives of the people or has the tendency to affect the lives of the people, directly or indirectly, or has immediate value for the people at large.

**Ans. to Q.NO. 4 :** Publicity is the deliberate attempt to manage the public's perception of a subject. It is information from an outside source that is used by the media because the information has news value.

**Ans. to Q.NO. 5 :** The PRO is primarily a communicator. He has to communicate the ideals and policies of the organization to the public through various media such as the press, radio, film, oral communication, exhibition etc. to build the image of the organization.

**Ans. to Q.NO. 6 :** Some of the main duties and responsibilities of a PRO are -

- Maintain the relation with the publics.
- Uphold the relation with the press.
- Handle the publications.
- Maintain relation with the local community.
- Handle the financial relation.
- Maintain relation with the Govt.

**Ans. to Q.NO. 7 :** The following are some of the basic qualities needed to be a good PRO.

- He should be a good communicator.

- He should be smart.
- He should have command over various languages.
- He should be punctual.
- He should have presence of mind.

**Ans. to Q.NO. 8 :** The major objectives of PRSI are -

- To promote the recognition of PR as a profession.
- To formulate, promote and interpret to the public the understanding of the objectives, potentialities and functions of the PR practitioners.
- To promote and seek to maintain high standard among the PR practitioners.
- To exchange ideas, experiences and information on the value of PR practitioners , and
- To foster study and research in PR.

**Ans. to Q.NO. 9 :** Public Relations Society of India (PRSI) was established in 1958 and it was registered in 1966 under the Indian Societies Act.

**Ans. to Q.NO. 10 :** The first All India Public Relations Conference was organized in Delhi on April 21, 1968. The theme of the conference was 'Professional Approach'. This was a very significant Public Relations meet in our country, when a professional approach was given to Public Relations besides adopting a Code of Ethics for PR profession. In fact that was the beginning of professional Public Relations in India. So April 21 is celebrated as the National Public Relations Day since 1986.

**Ans. to Q.NO. 11 :** IPRA stands for International Public Relations Association.



## 9.9 POSSIBLE QUESTIONS

**(A) Short Questions**

**Q1.** What are the methods of propaganda as outlined by Wilbeer Schramm ?

**Q2.** What is the difference between financial and product publicity ?

**Q3.** What are the commandments of a good PRO ?

**(B) Long Questions**

**Q1.** What do you mean by Propaganda? Do you think that it is a way of publicity? What are the basic differences between propaganda and advertising?

**Q2.** Who is a Public Relations Officer? Enumerate his duties and responsibilities towards an organization. Discuss the essential qualities to be a good Public Relations Officer.

**Q3.** Write an essay on Public Relations Officer as a good communicator.

**Q4.** Discuss some PR bodies of India.

# UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION

## UNIT STRUCTURE


10.1 Learning Objectives

10.2 Introduction

10.3 PR set up in an organization

10.3.1 Status of PR department in an Organization

10.3.2 Functions of a PR department

10.4 PR campaigns and programmes

10.5 Public Relations and crisis management

10.6 PR and Code of Conduct

10.7 Let us Sum up

10.8 Further Reading

10.9 Answers to check your progress

10.10 Possible Questions


## 10.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- describe the status of the PR department in an Organization
- discuss the functions of a Public Relations Department in an organization
- outline the PR campaign and its planning process
- explain the selection of media for a Public Relations campaign
- discuss the implementation and evaluation process of PR
- explain the role of public relations in crisis management

## 10.2 INTRODUCTION

In the previous unit we have analyzed the concept of propaganda and publicity; activities, functions and responsibilities of a Public Relations Officer, who deal with multifarious activities to build a good image of the organization and to create good public relations with the public.

The role of a Public Relations department is to play a two way communication role with both management and the publics. In communicating with the publics, the PR department seeks to explain the organization to public through the mass media or interpersonally and to learn how the publics view the organization through more or less formal research. In communicating with the management, it provides counsel on the publics points of view so that the management has the benefit of the knowledge when making decision. Also the PR department has to listen to the management, understand its decisions and behaviours, so that it can explain them to publics.

In this unit, we shall examine the PR set up in an organization, its functions including campaign and planning process. And finally we shall discuss PR in crisis management. The next unit will concentrate on some important aspects of PR, such as publics of PR, i.e. internal and external publics, publicity media for PR etc.

## 10.3 PR SET UP IN AN ORGANIZATION

Public relations or PR has a very important role in an organization. PR function is not the exclusive concern of only a few PR experts, but the responsibility and concern of every one in the organization, from the top brass to the lower cadre. One of the most important factors that influences an organization's status and reputation is what its own employees think and say about it.

The primary function of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external publics. To maintain this relation with its publics a PR department must take some initiatives of publishing printed materials, producing audio visual materials and filling the communication gap if any

among the various groups of the organization and finally disseminating information to the publics. In order to initiate a steady flow of information covering all major aspects of the organization's operations, it is necessary to create official channels of communication between the Public Relations department and the senior person in charge of the various activities. Again to provide information from the divisions, a pattern of procedures should be formulated. No two organizations are similar and, therefore, Public Relations procedures must also vary in detail.

### 10.3.1 Status of PR Department in an Organization

The role of Public Relations in an organization is to develop commitment, motivation and morale among the people to enable them to function well in different circumstances. The purpose is also to develop an appropriate work culture and the necessary attitudes and competence with the ultimate goals of establishing and maintaining a bridge of mutual understanding and goodwill between the organization and its various publics. The status of a Public Relations department in an organization is very crucial. As far as the internal communication in an organization is concerned, the PR department plays the role of an intermediary between the employee and employer or, we can say, between the top brass and the other employees including lower cadre. The PR department disseminates the various policies and programmes initiated by the management to the other employees and the department collects and conveys the reaction or the feedback of the employees and conveys them to the management regarding a specific issue.

Besides, the PR department also plays the role of bridging the communication gap between the external publics or the target audiences and the organization. The department also tries to build a good image of the organization before the public.

Public Relations Department of a large organization




As we have seen in the above graphics, in a large organization, Public Relations Officer or the PR Manager is directly under the Chief Executive Officer or the Managing Director of the organization. He is assisted and supported by a few Assistant Public Relations Officers (APRO), who are assigned different PR tasks, such as media relations, research and planning, information, advertising etc.

## 10.3.2 Functions of a PR department

The basic Public Relations functions of a social welfare organization are similar to those of any other organization. Typically the administrative functions are handled by a professional Public Relations practitioner and staff who prepare materials and provide services for different chapters and committees, supervise staff services and personnel, establish and control Public Relations budget, coordinate organization activities involving the public, plan Public Relations programmes, establish policy and evaluate the effectiveness of their Public Relations. The list of functions performed by Public Relations department varies from company to company, organization to organization.

However, theire are certain standard functions of Public Relations as listed below:

**1. MEDIA RELATIONS**

- The PR department has to maintain a good relation with different press, electronic media. If necessary a responsible officer of the department should visit the different media houses.
- The PR department has to liaison with the Information and Public Relations Department of the govt., such as PIB, AIR, Doordarshan, DIPR etc.



***PIB:*** *Press Information Bureau, AIR: All India Radio, DIPR: Directorate of Information and Public Relations*

**2. PUBLICATION AND PRODUCTION OF CORPORATE LITERATURE**

- The PR department has to prepare various advertisements, Notifications etc. The department has to produce the audio visual advertisements and prepare advertisement copy with illustrated layouts.
- The PR department has also to prepare and publish brochures, leaflets, annual reports, booklets and other publicity materials.
- In the modern ages some PR departments prepare various audio visual materials like documentaries, video magazines, special events' videography etc.

**3. EXHIBITIONS AND TRADE FAIRS**

- The PR department has to participate in exhibitions, trade fairs, melas etc. It is an important task of the PR department, because in the exhibition the PR department can participate in an interpersonal communication with the people, who are interested in the field.

**4. SEMINARS, CONFERENCES, WORKSHOPS AND OTHER IMPORTANT EVENTS**.

- The PR department has to organize some seminars, workshops and some special events to improve their internal public and to build a favourable image before the external public. The department should also provide support services for organizing seminars, conferences, workshops, national events to other organizations or institutions of their respective fields.

**5. LIBRARY AND REFERENCE SERVICES**

- The PR department has to preserve press clippings; media response etc. and should subscribe to different newspapers, periodicals, journals etc.

**6. TOURS AND TRAVELS**

- The PR department has also to arrange media Programmes, Travels and Tour arrangements, if the department wants to disseminate information regarding their activities, which are taking place in the field.

**7. PUBLIC ASSISTANCE AND RECEPTION CELL**

The following are the important tasks of a PR department-

- Arranging a good reception
- Receiving of grievances and monitoring
- Providing guidance to public and providing information
- Sale of Plans, Books, Application Forms, etc.
- Implementing the Right to Information Act 2005.
- The PR department has to receive applications for layouts, building permissions, and provide information to the applicants.

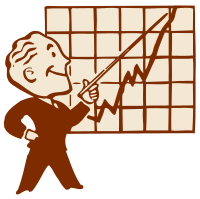
The PR department always maintains liaison with the appropriate governmental units at local, state and national level; reports trends in Government affecting the company; advises action as needed; helps prepare for and direct corporate appearances before investing bodies or legislative hearing; directs programmes designed to promote the company's point of view in legislative or regulatory matters.

## 10.3.3 Responsibilities of a PR department

The Public Relations Officer has to be appointed within the Chief Executive Department. The PRO is directly responsible to the CEO for advising and implementing the public relations programme in all its varied aspects. The PR department is

responsible for the following-

1. Controlling the public relations activities through the presentation and implementation of agreed policies and strategies;
2. Conveying and interpreting to the management, information on public attitudes and views about the company and/or the industry it serves;
3. Preparing all policy and financial statements and conveying company affairs to the Press, TV and radio. Handling day-to-day enquiries from the Press, and the initiation of press interest in the affairs, services and production of the company, regularly issuing news material on all company activities;
4. Advising on the preparation of prestige publications, institutional advertising, films, exhibitions, shareholder relations, house style, community relations, and other relevant activities;
5. Instructing the company's financial advertising agents on all matters relating to financial and annual report, advertising and publicity;
6. Liaison with the company's department on all matters relating to the dissemination of internal information and the company's employee publications.



## CHECK YOUR PROGRESS

**Q1:** What is the primary need of a Public Relations department in an organization?

_____

_____

**Q2:** Name the functions of a PR department in connection with maintaining library and reference?

_____

_____



**ACTIVITY : 10.1**

1. Observe the functions of a Public Relations Department carried out by a govt. public sector organization or a private organization situated in your district. Prepare a report on it.

## 10.4 PR campaigns and programmes

The organization's Public Relations policy is based on the fact that the organization recognizes the value of public interest in its activities. Because of this, it aims to keep the public fully and accurately informed of the activities so far as this is consistent with reasonable commercial prudence.

Campaigns are a significant part of the Public Relations profession and should be carried out with careful planning and thorough management. Specific step-by-step measures should be taken when planning any PR campaign to ensure that it meets the objectives set or, in other words, achieves what needs to be achieved. Basically, a PR campaign is a period of PR activity involving several events and techniques but with definite dates of starting and ending.

There are many different reasons to conduct a Public Relations campaign. Before launching a PR campaign, the PR department should clearly outline the goals. For example-

- To inform the public about the organization or the changes in the organization;
- To build awareness among potential customers as the organization enters into a new market;
- To improve a poor reputation or correct misunderstanding;
- To persuade customers that the organization can maintain its supply standard while building new accounts or establishing new partnerships.

So, to achieve the goals, a PR department should design a well planned PR campaign. The following are some stages to launch a successful Public Relations campaign:

**RESEARCH**

Research is the examination of statistics and other information regarding the past, present, and future trends or performance that enables analysts to recommend to investors which stocks to buy or sell in order to maximize their return and minimize their risk. Research is the most important task for a PR campaign. So before going to launch a PR plan, the concerned department should pursue a research.

**SITUATION ANALYSIS**

The research carried out by the PR department should clearly define the current situation with regard to the campaign. Depending on what is involved, this might include an organization's current situation in the market, how it is perceived by customers or staff or how it fares financially.

**OBJECTIVES**

After knowing the problem(s) of the organization, the department can then define the objectives of the campaign. The objectives are what is expected to be the end result of the PR activity. The objectives must be specific, measurable, achievable and realistic. Depending on the situation, sometimes the objectives can be set initially before the research is undertaken.

**IDENTIFYING PUBLICS**

The research carried out in the initial stages of the planning process should have identified each public which is relevant to the campaign. This is crucial to ensure that the key messages are communicated as effectively as possible. The research should also identify each public's current attitude to the situation allowing to tailor the key messages appropriately.

**IDENTIFYING STAKEHOLDERS**

Once the publics of this campaign have been categorized, it is then important to identify who the stakeholders are. A stakeholder analysis is not as specific as identifying publics as it looks at everyone that is involved in the campaign

as opposed to those who need to be communicated to. Publics can also be categorized as stakeholders.

Stakeholder : A person, group, organization, or system who affects or can be affected by an organisation's action.

**KEY MESSAGES**

After identifying the problems and the current situation of the organization (both internally and externally), then the department has to plan what the organization wants to say. Every PR campaign needs to have a set of messages that forms the main thrust of the communication. These messages need to be clear, concise and readily understood. Key messages are important for two reasons. First, they are an essential part of the attitude-forming process and, second, they demonstrate the effectiveness of the communication.

**STRATEGY**

The strategy in a PR campaign is often confused with the tactics. However, the strategy is the foundation on which a tactical programme is built. The strategy is usually the overlying mechanism of a PR campaign from which the tactics are deployed to meet the objectives.

**TACTICS**

The PR profession has a number of tactics (or tools) in its armoury. The challenge is to choose the right tactics to meet the objectives. Again, depending on what type of campaign the departments are involved in, it might use media relations, lobbying, events, interviews, consultations, newsletters, competitions, conferences, photography, video news releases etc.

**TIMESCALE**

To do the overall strategy and tactics a PR department should allocate a time for it. A timescale allows the PR department to co-ordinate the tactics appropriately and helps to complete the task within the deadlines. Not only that, if there are certain future events that relate to the campaign, the department can tailor a tactic in the timescale to coincide.

## BUDGET

Allocating the budget is an essential part of a campaign; so all costs should be taken into consideration. The primary reason for a budget is that it also allows to allocate money to the specific areas of the campaign.

## CRISIS ISSUES AND MANAGEMENT PLACE

Risk is an inevitable part of some PR campaign. So to be thoroughly prepared for a problem that may occur is of paramount importance. As such a detailed crisis communications plan (CCP) needs to be be prepared.

## EVALUATION

Evaluation is an ongoing process, particularly in a long-term PR campaign; so it is critical to constantly review all specific elements. The evaluation is vital in order to discover which parts of the campaign were successful and which were not. Not only that, it also helps to determine what the current situation is after the PR activity has ended. The evaluation process is the 'added value' of PR and is something that should not be neglected.

So, if a PR department successfully pursues the above stages, then the PR campaign will be successful and the PR department will be able to build the reputation and a favourable image before their target audience, external and internal public as well.



### CHECK YOUR PROGRESS

**Q.3 :** What do you mean by a PR campaign?

_____

_____

**Q.4 :** What is research? Why it is important in a PR campaign?

_____

_____



**ACTIVITY : 10.2**

1. Prepare a PR campaign utilizing your preferable PR tools.

## 10.5 PUBLIC RELATIONS AND CRISIS MANAGEMENT

A crisis in Public Relations puts an organization in the unfortunate position of being in a defensive posture. This posture can be maintained, however, without compromising the crisp, aggressive, and professional attitude toward information dissemination that should characterize practices all the time, whether during a crisis or not. If handled properly, the only distinguishing feature of a crisis is that the media will come to the PR department at times of crisis and the PR practitioners should spend all the time to provide them necessary information regarding the crisis.

Before going to discuss the crisis management and Public Relations, let us discuss the meaning of crisis first. A crisis can be defined as a dramatic change, usually for the worse. It may be a disaster, an event which involves loss of life or extensive damage of property; or it may be a situation when an organization finds itself under unwelcome scrutiny because of its behaviour or that of its staff. A crisis may occur as a result of an accident; it may arise because of the negligence or criminal behaviour of an individual or organization; or it may happen to a company as a result of product tampering or other sabotage. It may happen suddenly or there may be a slow build-up as a local difficulty escalates into a full-blown crisis. Whatever the nature of a crisis may be whether an accident, a murder, violent strike, burglary or scandal, nothing should be kept as confidential.

The PR department of an organization must do to expedite the accurate handling of information in co-operation with the media. At the time of crisis, internal and external communication channels should be kept open. Media person are to be kept abreast of all the latest information. The department should assure free flow of communication within the outlines of the Public Relations plan. Finally, the media may be thanked for the cooperation, after the crisis is over.

As mentioned above, media relations may be particularly strained during times of emergency. During stressful and unexpected situations it is the media's main purpose to gather the striking news which a crisis usually represents. The media, at this time of emergency, has to be handled effectively in a composed manner. Confrontation of any kind is fatal to the interest of the organization. The PR department should not try to suppress information. Rather, it should notify the media. The top Public Relations person should channelise all the information that is issued by the management. If necessary, a special information officer may be set up for making frequent statements available. The PR department must be careful not to speculate by trying to estimate the damage prematurely. It should also not try to pin the blame on some individual before investigation has established it.

A team of PR practitioners of the PR department of the organization should take responsibility for drawing up a plan which can be taken down from the shelf and activated when required. This means the plan needs to be clear and unequivocal so that whoever uses it can understand what they are required to do. But it also needs to be flexible enough to be adapted for whatever crisis occurs. There is little point, for example, in stipulating exactly how many telephone lines need to be available in a specified room which will be used as a press centre, when the crisis may happen miles away and portable telecommunications will be needed. The important thing is to make clear whose job it is to ensure that a press facility is made available, and that that person knows how to provide such a facility at a moment's notice.

Members of the team should meet regularly even when the crisis plan has been drawn up. It is important that they keep in touch and that the plan is continually reviewed and updated to take account not only of changes in personnel and within the organization, but to keep up to date with media contacts and improvements in technology.

A plan to deal with a plane crash that involves fatalities must lead to the swift delivery of accurate information to the media and the general public. This plan must include :

1. The establishment of a standard operating procedure (SOP) to be implemented during times of crisis.

2. A general timetable for the implementation of SOP.
3. Communication tools and methods, including sample press releases, organizing press briefings etc.
4. Methods of evaluation.

In textbook terminology, steps one and two are the planning steps, step three is the communication step, and step four is the evaluative step. Generally, this plan outlines only what must be done rather than what could be done. For this reason, it allows for flexibility and the creative input of ideas that the individual situation will demand.



**CHECK YOUR PROGRESS**

**Q.5 :** Define the term 'crisis'.

_____

_____

**Q.6 :** What do you mean by Crisis management?

_____

_____

**Q.7 :** What is the importance of PR in crisis management?

_____

_____



**ACTIVITY: 10.3**

1. Observe the Public Relations activities carried out in a Bank near your locality and prepare a list of internal as well as external publics of that bank.

## 10.6 PR AND CODE OF CONDUCT

The Public Relations Society of India (PRSI) is the national association of Public Relations practitioners and communication specialists in India. It is the pioneer organization that has been trying to develop PR as a profession and it always tries to maintain the standard of the PR practitioners' job. The society declares an important Code of Conduct that each and every PR practitioner should follow. If a member of the Society is found to have infringed this Code during the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty.

Accordingly, each member of the Society shall endeavour -

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

Each member of the Society **shall undertake –**

1. to observe, in the course of his professional duties, the moral principles and rules of the "Universal Declaration of Human Rights".
2. to pay due regard to and uphold human dignity and to recognize the right of each individual to judge for himself;

3. to establish the moral, psychological and intellectual condition for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views.
4. to act in all circumstances in such a manner as to take account of the respective interests of the parties involved, both the interests of the organization which he serves and the interests of the public concerned.
5. to carry out his undertakings and commitments which are always to be so worded as to avoid any misunderstanding and to show loyalty and integrity in all circumstance to as to keep the confidence of the clients or employers, past or present, and of all the public that are affected by his actions.
6. to not subordinate the truth to other requirements.
7. to not circulate information, which is not based on established and ascertainable facts.
8. to not take part in any venture or undertaking, which is unethical dishonest or capable of impairing human dignity and integrity.
9. to not use any "manipulative" methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action on the hints for Organizing Public Meetings.
10. to arrange meetings very often.

The above mentioned codes were adopted by the PRSI in accordance with the International Public Relations Association (IPRA) codes. IPRA code of professional conduct and ethics was primarily adopted by the International Public Relations Association at its general assembly in Venice, in May 1961 and it was finally adopted by the IPRA council at its 1965 meeting in Athens, Greece. It is popularly known as the' Code of Athens'. This code and its principles were inspired by the UN declaration of human right.



**CHECK YOUR PROGRESS**

**Q. 8 :** What do you mean by code of conduct?

_____

_____

**Q. 9 :** Mention at least two codes of PR that has been adopted by PRSI.

_____

_____



## 10.7 LET US SUM UP

The primary need of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external public. The role of Public Relations in an organization is to develop commitment, motivation and morale among the people to enable them to function in different circumstances.

PR campaign is a period of PR activity involving several events and techniques but with definite start and end dates. A crisis Public Relations situation put an organization in the unfortunate position of being in a defensive posture. This posture can be maintained, however, without compromising with the crisp, aggressive, and professional attitude toward information dissemination that should typify practices all the time, whether crisis or calm.



## 10.8 FURTHER READING

1. Datt, K. B (2005). *Fundamentals of Public Relations*. New Delhi : Akansha Publishing House

2. Sengupta, Sailesh (2009) *Management of Public Relations and Communication.* New Delhi : Vikas Publishing House

## 10.9 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.NO. 1 :** The primary need of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external publics.

**Ans. to Q.NO. 2 :** The functions of a PR department in connection with maintaining library and references are to collect and preserve Press Clippings, Media Response and Subscribing to Newspapers, Periodicals, etc.

**Ans. to Q.NO. 3 :** A PR campaign is a period of PR activity involving several events and techniques but with definite start and end dates.

**Ans. to Q.NO. 4 :** Research is the examination of statistics and other information regarding past, present, and future trends or performance that enables analysts to recommend to investors as to which stocks to buy or sell in order to maximize their return and minimize their risk. Research is the most important task for a PR campaign. So before going to launch a PR plan, the concerned department should pursue a research.

**Ans. to Q.NO. 5 :** A crisis can be defined as a dramatic change, usually for the worse. It may be a disaster: an event which involves loss of life or extensive damage to property; or it may be a situation when an organization finds itself under unwelcome scrutiny because of its behaviour or that of its staff.

**Ans. to Q.NO. 6 :** Crisis management is an action taken by an organization in response to unexpected events or situations with potentially negative effects that threaten resources and people or the success and continued operation of the organization. Crisis management includes the development of plans to reduce the risk of a crisis occurring and to deal with any crisis that do occur, and the implementation of these plans so as to minimize the impact of crises and assist the organization to recover from them. Crisis situations may occur as a result of external factors such as the development of a new product by a competitor or changes in

legislation, or internal factors such as a product failure or faulty decision making, and often involve the need to make quick decisions on the basis of uncertain or incomplete information.

**Ans. to Q.NO. 7 :** A crisis is an unpredictable and unstable situation that can have dangerous consequences for an organization. It is imperative to make proactive plan for the impending crisis. This enables mitigation of the loss due to the crisis. Efficient Public Relations activities are therefore, very important aspect of crisis management. A team of PR practitioners should take responsibility for drawing up a plan which can be taken down from the shelf and activated when required. This means the plan needs to be clear and unequivocal so that whoever uses it can understand what it is they are required to do.

**Ans. to Q.NO. 8 :** Code of Conduct is a statement and description of required behaviours, responsibilities, and actions expected of employees of an organization or of members of a professional body. A code of conduct usually focuses on ethical and socially responsible issues and applies to individuals, providing guidance on how to act in cases of doubt or confusion.

**Ans. to Q.NO. 9 :** The following are two codes of PR adopted by PRSI –

a. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled, under the "Universal Declaration of Human Rights".

b. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed -and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members.



## 10.10 POSSIBLE QUESTIONS

**(A) Short Questions**

**Q1.** What is the importance of a PR department in an organisation ?

**Q2.** Why is it necessary to undertake research in a PR campaign ?

**(B) Long Questions**

**Q1.** Discuss the role and responsibility of a PR department in an organization.

**Q2.** Enumerate the standard functions of a PR department.

**Q3.** What do you mean by a PR campaign. Prepare a plan for a PR campaign on behalf of an organization.

**Q4.** What is Crisis? How can a PR department play an important role in a crisis situation.

**Q5.** What is Code of Conduct? Discuss the PRSI Code of Conduct.

# UNIT - 11 : PUBLICS OF PUBLIC RELATIONS

## UNIT STRUCTURE


11.1 Learning Objectives

11.2 Introduction

11.3 Target audience

11.4 Publics of Public Relations

- 11.4.1 Internal Publics
- 11.4.2 External Publics

11.5 Publicity media for PR

- 11.5.1 Print Media
- 11.5.2 Television
- 11.5.3 Radio
- 11.5.4 Film
- 11.5.5 New Media

11.6 Let us Sum up

11.7 Further Reading

11.8 Answers to check your progress

11.9 Possible Questions


## 11.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- describe the concept of target audience;
- discuss the internal and external publics in PR;
- trace the linkage between the internal and external publics;
- name the publicity media important for PR campaign.

## 11.2 INTRODUCTION

In the previous unit we have analyzed the PR set up in an organization and the functions of a Public Relations Department in an organization and finally we have discussed PR in crisis management.

This unit will concentrate on some important aspects of PR, such as the publics of PR i.e. internal and external publics, publicity media for PR etc.

In the following unit, we will discuss the various tools of Public Relations such as House Journals, Bulletin Boards, Open Day, Video Magazine etc.

## 11.3 TARGET AUDIENCE

The target audience is a segment of the large audience identified for aiming or targeting the messages or programmes in Mass Communication. To fulfill the need of the target audience is one of the most important aspects of an organization.

Target audiences are distinct groups or segments of customers. Most businesses cater to a variety of clients and customers. Some marketing strategies will be relevant to all those segments, but knowing each target audience well will help the company to deliver the marketing messages to get positive responses from the customers.

A fundamental technique used in Public Relations is to identify the target audience and to tailor the message to appeal to the audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population. PR firms cater to a very broad range of audiences on a daily basis. A PR cell needs to communicate with many different groups of people. It is necessary to chose the strategy and media to reach them effectively.

There are certain categories of the target audience for any broad PR programme

- **The community -** People around the organization or its location;
- **Opinion leaders -** People who command and influence the publics such as the politicians, bureaucrats, social workers, etc;

- **The Suppliers -** The person who supplies different required materials,
- **The Customer and users -** Present, past and future;
- **The Traders -** Distributors, wholesallers, agents, etc.; and
- **The Financial contacts -** Bankers, shareholders, investors, brokers etc.



**CHECK YOUR PROGRESS**

**Q1:** What do you mean by target audience?

_____

_____

**Q2:** Give at least five examples of target audience of an organization.

_____

_____

## 11.4 THE PUBLICS OF PUBLIC RELATIONS

The concept of Public Relations basically consists of two terms. The 'public' and the 'relations'. The term 'relations' stands for mutual dealings or connections or communication among persons or groups. Now what is the meaning of public here? Webster's dictionary defines it as - 'People in general considered as a whole or a body of people sharing some common interest'. It means "a public may be defined as any group of people tied together, however loosely, by some common bond of interest or concern." In connection with our discipline, public is referred to employees, stock holders, customers etc.

Already we have discussed in the first unit that Public Relations is a management function. From the management's point of view, there are two types of Public Relations - first is internal Public Relations and other is the external. The management of an organization or a firm has to enlist the support as well as the participation of its employees to achieve the goals

and to win the confidence and trust of the other publics of the organization, who are directly or indirectly related to the organization.

So, in traditional Public Relations usage, the publics are divided into two categories - internal public and external public. Let us discuss both the categories in detail -

### 11.4.1 Internal Publics

The internal publics are directly related or associated with the organization. They are most closely related to the organization and share its identity, such as the administration, management and marketing etc.

An **employee** may be someone, who is hired by an employer under a contract of employment to perform work on a regular basis. An employee works either at the employer's premises or at a place otherwise agreed upon and is paid regularly, or enjoys fringe benefits and employment protection. Employees are the internal public in an organization. They are important because they directly participate in the various activities of the organization or in its functioning, like production, management etc. They have a share in the decision making process directly or indirectly. An organization cannot run smoothly without the cooperation of its employees. Harmony and mutual understanding between the employees and the management is a prerequisite for increasing the creativity and productivity of an organization. So, effective and persuasive communication between the employees and the management is very much important for the improvement and the development of the image of an organization.



***Employee:***
*An individual who provides labor to a company or another person.*

An employee always wants to know about the various achievements, developments, new facilities, advantages and disadvantages of those facilities cum initiatives or new policies and the new deals of the organization. Therefore Public Relations for the internal public are of paramount importance not only for dissemination of information regarding the organization but also for developing the network as well as the work culture.

In an organization all employees should act as Public Relations executives with the external publics for their organization.

We generally do not want to go to a police station to file a complaint or we generally do not want to go to any government office only because of the behaviour that we receive from the employees of those organization. This is one of the important reasons of the slow development of our state functionaries. On the other hand, in many organizations, employees do not know what is happening in their organization. Employees today expect more information on what is happening in the organization and how it will affect them in their daily routine. The Public Relations strategy must cover these issues for the internal public and must also convey all the possible information on relevant facts, figures, achievements and crisis. From this information they can also create an awareness and can help to maintain the standard and the reputation of the organization.

## 11.4.2 External Publics

The external publics are those who are associated with the organization, but not in a direct manner. As the name suggests, it is concerned with the people outside the organization. Already we have discussed the concept of the target audience. So the external publics, may include the target audience and others, those who are indirectly associated with the organization and who matter much for the company's goodwill. In the public sector undertakings there are normally four groups of external publics, these are -

a) customers

b) government

c) shareholders

d) opinion leaders.

But for the private organizations, their periphery is much broader than the government or the public sector organizations. Let us discuss some groups of the external publics of an organization in general.

**a) Customers**

A customer is a purchaser of a product or service. A customer is a person or organization that purchases or obtains goods or

services from other organizations such as manufacturers, retailers, wholesellers, or service providers. A customer is not necessarily the same person All the customers are the external publics for an organization. But their decision always matters for the existence of the organization.

**b) Share holders**

Share holder is a person who owns **shares** of a fund or investment trust of an organization. Actually, the share holders are the real owners of an organization, especially for a private organization. A private sector organization, therefore, cannot afford to ignore the interests of its share holders. The private organization has to depend on these financial matters and therefore, the activities of these external public is very important to ensure the organization's further development.



***Share:***
*Share is a fixed identifiable unit of capital which has a fixed nominal or face value, which may be quite different from the market price of the share.*

**c) Opinion leaders**

The opinion leader is a high-profile person or organization that can significantly influence public opinion. An opinion leader can be a politician, religious, business or community leader, journalist, or educator etc. Show business and sports personalities can exert a great deal of influence on young people's leisure, lifestyles and buying habits. They can influence the general people, may be the customers, and those who are directly or indirectly related with the organization. So, in Public Relations they are important for the organizational management.

**d) Media and Journalists**

Being a student of Mass Communication and journalism you can realize the media power and the importance of the journalists in the society. They can reform the society and can also persuade people towards something new. Therefore, every organization tries to maintain very good media relations. Media can also help to build a good image of the organization before the general mass.

**e) Community**

The Wikipedia Encyclopedia defines the term community as a

biological term. It is 'a group of interacting organisms sharing an environment'. The word 'community' is derived from the Latin communitas (meaning the same), which is in turn derived from communis, which means "common, public, shared by all or many". In human communities, intent, belief, resources, preferences, needs, risks and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness. Traditionally in sociology, a "community" has been defined as a group of interacting people living in a common location. So the community around us is very much important for smooth running of an organization.

**f) Government**

A government is "the organization, that is the governing authority of a political unit", "the ruling power in a political society", and the apparatus through which a governing body functions and exercises authority." Statist theorists maintain that the necessity of government derives from the fact that the people need to live in communities. Yet personal autonomy must be constrained in these communities. In our country we have a three tier government system, one is in the centre, i.e. union government, one is in the state i.e. the state governments and the local self government at the grassroots level. Basically an organization always maintains a good relation with the union govt. and with the respective state govts concerned. So the govt. people are the external public for an organization.

**g) Financial relations**

In the financial management, the prime target groups of a company are share holders and potential investors. They have to be kept informed and updated. Public relations must establish, maintain and improve the organization's image, so that it gets financial support from the public and financial institutions.

**h) Citizen action groups**

An organization may adopt a democratic approach while dealing with the citizens. The management of an organization should participate in various social, cultural and other activities to develop

a better understanding and interaction with the various groups of the society.

**i) Public at large**

Already we have discussed that the public may be defined as any group of people tied together, however loosely, by some common bond of interest or concern. But in this context we can include all the people of the society nearer to the periphery of the organization. The image of the organization is vital for the people at large.

With the tremendous growth of business and commerce, the organization needs to maintain a very good Public Relations with the external public.



## CHECK YOUR PROGRESS

**Q.3 :** What do you mean by the publics?

_____

_____

**Q.4 :** Name the various types of the publics associated with an organization.

_____

_____

**Q.5 :** Do you think employees are internal public?

_____

_____

**Q.6 :** Who are the external public for a public sector undertaking organization?

_____

_____

## 11.5 PUBLICITY MEDIA FOR PR

Publicity is to reflect the performance and get public acknowledgement and appreciation to build the image of the organization. Many organizations of the new era use publicity to promote their ideas, concepts or products. A news takes birth from Public Relations and surface in the media through various media vehicles and thus it travels through the masses. Hence, publicity has become an essential function of PR. The PR executives provide the contents of news to the media. The media decision makers may not use these sets of information. Cutlip defined publicity as "–Information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement" Good Public Relations start with good performance as viewed by the public. Publicity that does not reflect good performance is likely to destroy credibility. It is a communication tool, which is concerned with the dissemination of information about an organization to attract attention or to gain recognition, to build image, with the approval of the target public.

A PR department can use different media as print, electronic and so on. Let us discuss some important media that a PR department generally uses.

### 11.5.1 Print Media

The print media includes newspapers, magazines, brochures, pamphlets and all the related materials that fall under the purview of the printed form. Print media is the most popular form of media in the world. Even in the digitalized arena, the print media is sustaining as the most popular media for its special characteristics.

In 1956, in India there were just 6,500 newspapers and journals or magazines having a circulation figure of nine million copies. In the 1990s the number of journals and newspapers rose to more than 30,000 contributing about 127 million copies in circulation. This figure went up to 14 crore copies by the year 2000 putting us at the second spot from the top with China leading the list with more than 62000 newspapers and journals. The World Association of Newspapers (WAN) maintains that during the last

decade Indian print media circulation has registered almost a 23 per cent rise.

### 11.5.2 Television

Television, Radio, Film etc. are some important electronic media. TV has already caught the market and holds huge number of audiences in different demographic groups. Organizations always prefer TV as an important medium for the product publicity.

From the historical effort by German scientist Paul G Nipkon to send pictures through telegraph over a short distance in 1884 to the invention of Television by Irish scientist John Logie Beard in 1925, a number of scientists were involved in the efforts to dedicate gift to the general mass, though the British Broadcasting Corporation (BBC) started broadcasting in 1936. Television entered India rather late. On 15th September 1959 a relatively less powerful transmitter controlled by the Ministry of Information and Broadcasting, gifted 21 tele club signal receivers by the All India Radio Centre, Delhi to mark the beginning of television in India . Initially Delhi Centre telecast one hour programmes on Saturdays and Sundays. These two hours were the only telecast time in a week. But, today hundreds of Government and Private TV channels broadcast programmes round the clock round the year. In 1975, the Satellite Instructional Television Experiment (SITE) was started for 2400 villages of India. The UGC started Educational programmes on 15th August, 1984. In the year 1989 Central Production Centre was established to upgrade the standard of television programmes. After one year, "Doordarshan Metro" was started. But "DD Metro" was closed down and 15 regional channels started operation one by one. Gradually with the advent of cable Television, a good number of private television channels came out.

Now we can say that television is the most effective medium of communication. With the rapid expansion of this electronic media the whole world can be viewed in a box and more than 150 channels are in front of us. Television has great force and scope as a publicity medium, which allows the printed words, spoken words, other natural and unnatural sounds, moving images, colour, and animation to be combined into one format. With the arrival of cable television, the

private and also the public broadcasters try to develop the programmes and innovative ideas were employed to improve the presentation style to attract the attention of the general masses. Digital Video Broadcasting, Conditional Access System, Internet Protocol television etc. are the emerging trends which have come to the market to provide noise free digital quality picture and stereophonic sound. Now maximum organizations prefer television as one of the best publicity media if their budget permits that.

### 11.5.3 Radio

The radio is a popular medium in the rural areas. In India we have more than 80 % rural areas and also we have so many villages, with the maximum number of illiterate people and without electricity facilities. These illiterate people are unable to read newspapers and therefore the radio is the medium that provides various information and introduces them to the modern developed world. It is cheap, easily available and affordable to people.

Radio in India started in the form of a few private short distance transmission centres in the decade of 1920s and in 1927 Indian Broadcasting Corporation was started by the government. This was later renamed as Akashvani and All India Radio (AIR) and it became hugely popular. In 1947 when India became free from foreign rule, there were just six radio stations all over the country. Now there are more than 200 full-fledged AIR stations supported by a network of many transmission and relay centres, taking messages into the remotest areas of the country.

AIR has been doing a tremendously commendable job ever since its inception as it broadcasts programmes in 146 languages and dialects including foreign languages also. From the early 1990s the private FM channels have been allowed to operate.

A pioneer in the field of using the radio for educational purposes is the Indira Gandhi National Open University (IGNOU) dedicated towards spreading formal education amongst the masses residing in the far and wide corners of the country and abroad through the distance education mode.

Recently many community radio centres have been established by various educational institutes like IGNOU, Anna University and also by the NGOs in various regions of the country. The FM radio and community radio services have made a powerful medium not only in the rural areas but also in the urban areas . So it is one of the most useful media of publicity.

### 11.5.4 Film

A film or motion picture is a series of still photographs on film, projected in rapid succession onto a screen. Motion pictures are filmed with a movie camera, which makes rapid exposures of people or objects in motion, and shown with a movie projector, which reproduces sound synchronized with the images. The film is considered an important art form, a source of popular entertainment, and a powerful method for educating or indoctrinating citizens. The visual elements of cinema give the motion pictures a universal power of communication.

The principal inventors of the motion-picture machines were Thomas Alva Edison in the U.S. and the Lumière brothers of France. Film production was centred in France in the early 20th century i.e. 1895 onwards, but by 1920 the U.S. had become dominant.

There is hardly any need to introduce you to the world of Indian film industry. Our country produces on an average 800 films every year. It is one of the highest by global standards. Mumbai is the topmost film producing centre for the country. Yet, we have a highly vibrant regional film industry. Since independence, there has been a phenomenal growth of Indian films dealing with every possible theme - sports, science fiction, violence, the underworld, children's issues, women's issues etc. the list is endless. A good number of films are made as social drama and art movies.

It needs no reiteration that film is one of the most attractive and effective media of communication and for Public Relations purpose, it can be used as the most successful tool for publicity.

### 11.5.5 New Media

The new media are the emerging technologies in the field of disseminating massages. This form of communication in the digital world, includes electronic publishing on CD-ROM, DVD, digital television and, most significantly, the Internet. It implies the use of desktop and portable computers as well as wireless.

These new methods of communicating in the digital world allow smaller groups of people to congregate online and share, sell and swap goods and information. They also allow more people to have a voice in their community and in the world in general. Here we can use the new media for publicity. Say, for instance, a PRO has organized a press conference. He or she can invite the entire important guest list through e-mail. He can get their confirmation to attend the conference immediately.



**CHECK YOUR PROGRESS**

**Q.7 :** What is publicity?

_____

_____

**Q.8 :** What is media?

_____

_____

**Q.9 :** What does WAN stand for?

_____

_____

**Q.10 :** Who invented the television?

_____

_____

**Q.11 :** Do you think the new media are useful for publicity?

_____

_____



**ACTIVITY : 11.1**

1. Select a product or service of your choice and observe what are the media used by the organization to give a good publicity to that product.



## 11.6 LET US SUM UP

Target audiences are a segment of the large audience identified for aiming or targeting advertising messages or programmes in Mass Communication.

A 'public' may be defined as any group of people tied together, however loosely, by some common bond of interest or concern. In traditional Public Relations usage, publics are divided into two categories - internal public and external public. Internal publics are directly related or associated with the organization. They are those which an organization most closely relates to - one that shares the organizational identity, such as the administration, management, employees, dealers, marketing personnel etc. External publics are those who are indirectly associated with the organization. For the purpose of publicity of an organization, one can use Print Media, Radio, Television, Film, new media etc.



## 11.7 FURTHER READING

1 Henslowe, Philip (2003). *Public Relations*. London : Kogan Page

2 Black, Sam (1995) *The Practice of Public Relations*. New York : Routledge



## 11.8 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.NO. 1 :** The target audience is a segment of the large audience identified for aiming or targeting the messages or programmes in Mass Communication. To fulfil the need of the target audience is one of the most important aspects of an organization.

**Ans. to Q.NO. 2 :** The following are some target audiences of an organization- a) Consumer, b) Suppliers, c) Opinion leader, d) employees, e) media or journalists.

**Ans. to Q.NO. 3 :** A public may be defined as any group of people tied together, however loosely, by some common bond of interest or concern. In traditional public relations usage, publics are divided into two categories - internal public and external public.

**Ans. to Q.NO. 4 :** Internal public and external public are two categories of 'publics', who are associated with an organization.

**Ans. to Q.NO. 5 :** Yes. Because they are directly associated with the various activities of the organization.

**Ans. to Q.NO. 6 :** The following are the external publics for a public sector undertaking -

a) customers

b) government

c) shareholders

d) opinion leaders.

**Ans. to Q.NO. 7 :** Publicity is the simple act of making a suggestion to a journalist that leads to the inclusion of a company or product in a story. Also we can say that Publicity is the only PR tactic that relays information to a "gatekeeper" (the media) in order to get to the larger audience: the public.

**Ans. to Q.NO. 8 :** Media is the plural form of medium that indicates the

channels or tools of communication.

**Ans. to Q.NO. 9 :** WAN stands for World Association of Newspapers.

**Ans. to Q.NO. 10 :** Irish scientist John Logie Beard invented television in 1925

**Ans. to Q.NO. 11 :** The concept is that the new methods of communicating in the digital world would allow smaller groups of people to congregate online and share, sell and swap goods and information. For example, a PRO has to organize a press conference. He or she can invite all the important guests through e-mail. He, as well, gets their response immediately.



## 11.9 POSSIBLE QUESTIONS

**(A) Short Questions**

**Q1.** What are the different categories of target audience for any broad PR programme ?

**Q2.** How does new media serve as an important publicity media for public relations ?

**(B) Long Questions**

**Q1.** Prepare a list of 'publics' of an organization of your choice.

**Q2.** What are the characteristics of print media?

**Q3.** Enumerate the differences among press, radio and television.

# UNIT - 12 : TOOLS OF PUBLIC RELATIONS

## UNIT STRUCTURE


12.1 Learning Objectives

12.2 Introduction

12.3 Tools of Public Relations

12.4 House Journals

- 12.4.1 Internal House Journal
- 12.4.2 External House Journal
- 12.4.3 Trade Journal

12.5 Other PR publications

12.6 Some other important tools of PR

- 12.6.1 Oral Communication
- 12.6.2 Bulletin Boards
- 12.6.3 Open House
- 12.6.4 Video Magazine

12.7 Let us Sum up

12.8 Further Reading

12.9 Answers to Check Your Progress

12.10 Possible Questions


## 12.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- outline various tools of PR
- discuss house journals and its various types
- name the steps to prepare a house journal
- describe different publications
- enumerate the concept of Bulletin Boards
- analyze the concept of Open House
- illustrate the advantages of Video Magazine

## 12.2 INTRODUCTION

By now you must already be familiar with some basic concepts of Public Relations, its growth and development, propaganda and publicity, PR set up in an organization, its functions including campaign, and its planning process in an organization. We have also discussed the role of PR in crisis management.

PR is the effort to promote a favourable image of an organization, an association, a brand, an individual, an idea, or some other entity. Public Relations is quite distinct from marketing. Because PR is less concerned with improving sales of a particular product than promoting its overall image and creating goodwill. To achieve these goals we have to take the help of different tools of PR. In this unit we shall discuss the various tools of PR.

In the following unit, that is Unit - 6, we shall consider some other aspects of PR such as press briefing, rejoinders, how to write a press release, how to organize a press conference etc. These are some of the important aspects of media relations.

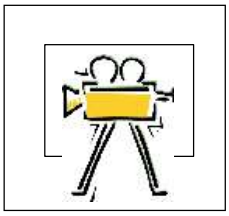
## 12.3 TOOLS OF PUBLIC RELATIONS

Public Relations is a link between the management of an organization and its various publics. Among all the forms of communication, interpersonal communication is probably one of the best. It is also referred to as face-to-face communication or eyeball-to-eyeball communication. But sometime it is not possible for different reasons.

An organization may be a large one; it may be multi-vocational, multi-directional in nature. Hence, it is very important to create the right medium of communication, to reach out to the varied categories of its publics. It is the responsibility of the Public Relations Department to understand the communication requirements of these publics, select the right channel and prepare the relevant communication packages to evaluate the efficacy and impact from time to time. Therefore, the selection of an appropriate tool of PR is an important task of a PR department. Let us have a look at the various tools of PR.

The following are some important tools of Public Relations.

1. Publicity Media :



   a) Print media
   b) Radio and other audio media
   c) Television
   d) Film
   e) Video
   f) New media

2. Oral Communication



   a) Meetings
   b) Speech
   c) Group Discussion

3. Publications




   a) House Journal
   b) Diary
   c) Calendar
   d) News Letter
   e) Annual Report
   f) Photograph
   g) Pictorial Album



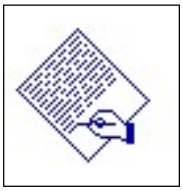
   h) Book
   i) Booklet
   j) Pamphlet
   k) Voucher
   l) Leaflet
   m) Folder

4. Advertising

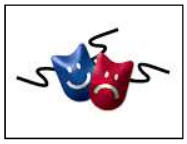


   a) Direct mail
   b) Outdoor advertising
   c) Indoor advertising, (including Print, radio, television, new media etc.)

5. Media Relations



   a) Press Conference
   b) Press Briefing
   c) Press Tour
   6) Events
   a) Exhibition
   b) Open house
   c) Cultural event
   d) Special event





**CHECK YOUR PROGRESS**

**Q.1 :** What do you mean by the tools of PR?

_____

_____

**Q.2 :** Answer true or false for the following –

a) Advertising is a tool of PR. Yes/ No

b) Internet is a medium under new media. Yes/ No

c) Public Relations is not a link between the management and its various public. Yes/ No



**ACTIVITY : 12.1**

1. Visit the nearest educational institution and prepare a PR Plan and make a list of PR tools in order of your preference.

## 12.4 HOUSE JOURNALS

The journal brought out by various organizations serve as vehicles of Public Relations. In the two way communication process of employer and employee, house journal assumes great importance. Most of the organizations, especially the industrial concerns, both in the public and private

sectors, bring out their own house journals to motivate employees for better output by explaining the policies and programmes of the management of the organization. This type of publication helps to a great extent in creating a team spirit, inculcating mutual understanding between the management and the employees. It also provides opportunities for the employees to show their talent in creative writing and expression. The house journal can help to fill the communication gap and also enable the management to establish rapport with the general public as well as others to whom an organization wants to reach.

A house journal is a publication usually brought out at regular intervals. There are basically three types of House journals:

i) Internal House Journal

ii) External House Journal

iii) The Trade Journal

### 12.4.1 Internal House Journal

Internal house journal is primarily intended for the internal public such as the employees, shareholders, etc. The journal seeks to enlist the cooperation of its employees by educating them in various matters like honest workmanship, hard work, reduction of waste, regard for safety and so on. At the same time, the staff members will have an opportunity to use the journal as a forum of expression of their opinion, creative writing etc. before the management of the organization. It helps to get the feedback of the internal public regarding an issue or policy.

### 12.4.2 External House Journal

This type of journal is intended for the external public such as salesmen, sales agents, financial community, journalists and media houses, legislators, dealers, customers etc. It is essentially a marketing publication, which tells about a product and what it does for the customers. The emphasis is on sales and business. It also helps to provide the future plan of the organization and the external publics can receive the information. External publics can also get a clear image of the organization.

### 12.4.3 Trade Journal

The trade journals disseminate information regarding the trade, equipment, technical progress etc. of an organization. Unlike house journals, they are not meant for image building of the organization only. They are a combination of the trade and house journal. They give technical information about the trade and also information about the employees and the organization.

**Way to Bring Out House Journal :**

The aim and objective of the publication of the house journal is to bring the employees closer together and to give them a sense of integrity. To publish a house journal the first step is the registration. All journals are required to be registered with the Press Registrar under the Press and Registration of Books Act for the clearance of the title of the journal. After clearance of the title, the printer and publisher of the journal file a declaration before a Deputy Commissioner or Sub Divisional Magistrate under whose jurisdiction the journal is to be published. The declaration contains the particulars regarding the title of the journal, the language, the objectives and the periodicity of its publications.

Employees particularly the present generation of workers are interested in the affairs of the organization for which they are working. Employees may want to know what problems the company is facing, the amount of profit it is making, its achievements in various areas, its plans for expansion and development, the prospects of its growth etc. Information on these counts should be the prime concern of the journal. The contents should include features not only about the management, but also about the employees including marriages, births, sports, cultural activities informative materials, achievements etc. The journal should provide education and entertainment to employees as well as the authority too. As such, it should include cartoons, short stories, quiz, write ups in lighter vein as well as educative material written in popular style on family planning, safety, savings etc. But both the employer and employee should take the initiative to publish the journal.



***Coated stock :*** *Paper or paperboard with a thin layer of clay that helps reproduce bright colours in printing.*



***Half Tone :*** *It is a reprographic technique. Reprography is the reproduction of graphics through electronic means. Newsprint of white or light brown, soft, woodpulp paper used for newspapers.*

**Format**

There are two kinds of formats which are in use -

i) the tabloid and

ii) the magazine.

The magazine format generally has a page size of about 8 x 11 inches or about 6 x 9 with two or three columns to the page, printed on **coated stock**, with fine half tones.

The tabloid newspaper or picture magazine format ordinarily would be about 12 x 15 inches in page size, and would be printed in newsprint stock with coarse screen **half tones**. The main characteristic of this type of publication is that, on the whole, it utilizes feature treatment of its material. Large size illustrations are used. Some prefer the tabloid as it cuts out the need for stitching and binding and eliminates the cover, which adds to the expense and requires separate attention.

Every organization will have to evolve its own format depending on what are its main objectives of publishing the journal, the kind of audience it wishes to address and the frequency with which it considers desirable to publish the paper.

**Periodicity**

Monthly frequency is always considered ideal, because it would ensure that news is promptly circulated and employees are posted with the most up-to-date developments.

**Gathering of News :**

Gathering of news about the organization is the primary responsibility of the PR man. The news may be collected either through the departmental heads of the branches or from the correspondent specially appointed for this purpose. It is essential, however, to see that the departmental and branch heads extend their support to the reporter by offering for covering a meeting, the opportunity to attend conferences which need to be covered etc.

The next logical step in the production of house journal is the editing of the news received. The first thing is to screen the material. Priorities have to be fixed so that in case there is not enough space

to accommodate all the materials, the more important items are not left out. While editing the material, care will also has to be exercised so that there is a balanced coverage of different units of the organization and, if the organization has branches in different regions of the country, all those branches are to be adequately represented.

**Printing Processes**

The letterpress is now an outdated printing process. Now a days, the offset presses are much popular as it is a a speedy and economical process of printing. For the printing of house journals, the organization can use two types of papers –

a) coated or art paper, and

b) uncoated paper.

**Proof Reading**

The knowledge of proof reading is very essential for publication. Addition or deletation of a few words may mean great difference to the compositor's task. Sometimes an entire paragraph has to be reset. All this can be avoided if the type script is carefully checked before being sent for CRC (Camera Ready Copy). As far as possible all additions, deletions, and corrections should be carried out in the type script. This will save considerable time and money.

**Distribution**

The task of the person in charge of the production of the house journal is not over with the printing of the journal. It is his responsibility to ensure that the journal reaches the hands of the readers in the shortest possible time. A good practice is to provide the printing press itself with the distribution list and to ensure that packets from the press are delivered straight to the different departments, as soon as the printing is complete. A constant check should be maintained so that delays and bottlenecks do not hold up the distribution at any point.

**Feed Back**

The management can get some sort of feed back about employees' attitude and reactions to the management decisions and policies.

Employees should be encouraged to write letter to the Editor and thereby the organization can ensure the opinion of the employees. Similarly from management also feedback can be gathered. Thus, the house journal can be the platform to bridge the gap between the authority or management and the employee. The house journal, therefore helps to establish a rapport between the internal public and external public.



**CHECK YOUR PROGRESS**

**Q.3 :** What do you mean by a house journal?

_____

_____

**Q.4 :** Name the various types of house journals.

_____

_____

**Q.5 :** What is the main task of a trade journal?

_____

_____



**ACTIVITY :12.2**

1. You may be a member of any club or any society or any other association. You might be a member of *a Bihu* organizing committee in your locality. On behalf of your organization, try to publish a journal or you may prepare a hand written journal.

## 12.5 OTHER PR PUBLICATIONS

We have already discussed the importance and various other aspects of house journal. Besides, the PR department also publishes some other important publications to achieve the goals such as books, booklets, pamphlets, brochures, broadsheets, folders, leaflets pictorial albums, diaries,

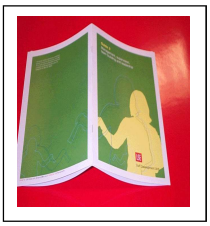
calendars and journals. These publications carry message and information; persuade people to provide instruction and build goodwill for the organization. In short, house journals are published to influence employees, customers, salesmen and the public in general. Let us discuss in detail some of these publications.

1. **Books :**



A book is a collection of printed sheets fastened together and bound. It is comprehensive in nature and covers all aspects of the subject. The book is protected by a thick cover. Books can be preserved as record for future use.

2. **Booklets :**



A booklet is a small book, having a few pages. It has a thick cover. Booklets are attractive in nature.

3. **Pamphlets :**



A pamphlet is also a small book stitched but not bound. It is a publication with flush paper cover and often fastened with side or saddle stitches. Generally, topical subjects are covered in pamphlets for immediate distribution. A pamphlet differs from a book in respect of its size, stitching and popular content. In a crisis situation, pamphlets are easy to bring out and lot of information can be carried in the pamphlets.

4. **Folders :**



Next to pamphlets, folders are the most popular Public Relations tool. A folder is a single sheet of printed matter with one or more folding, but not stitched. When opened, the printed matter is presented in sequence. Folders are normally printed on heavier paper so that they may last long. There is no hard and fast rule with regard to its size. A 4" x 8" size folder is quite good. A width-to-Length ratio 1:1 may be more suitable, if the paper size permits, without waste. The main consideration is that publication size suits the paper size, to avoid wastage in trimming. Pictures and illustrations are always used in folders to make them attractive. Most of the guide maps of important cities are published in the shape of folders for the benefit of tourists. The tourist map of India published in the form of a folder by the Tourism Department, Government of India is an example.




## 5. Leaflets :

A leaflet is a single sheet of printed paper intended for distribution on a mass scale. The subject in a leaflet is covered in a concise manner and in very simple language. It gives accurate or specific information on a particular topic. It is a cost effective medium.

## 6. Pictorial Albums :



What is an album? An album is a book of blank sheets in which autographs, cuttings, photographs etc. are inserted. On the same format, pictorial albums are published to present a story in the shape of illustrations and pictures. A pictorial album may be defined as a publication of pictures, with minimum words. Each organization can bring out such publications to highlight its activities and achievements with the aid of picture. Every picture goes with a good caption. "1971 War in Pictures" brought out by the Publications Division is a good specimen of a pictorial album.

## 7. Calendars and Diaries :



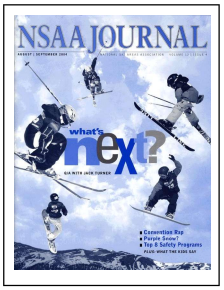
Both public and private sector organizations bring out their own calendars and diaries to build up good Public Relations. Wall Calendars are accepted universally as effective builders of goodwill, provided they are attractive and of good quality. An outstanding advantage of calendars when hung in home or office, is that they are constant, year-round reminders of message shown. Calendars are, therefore, an excellent medium of PR activities of an organization throughout the year. They are widely distributed free of cost.

## 8. Direct Mail :



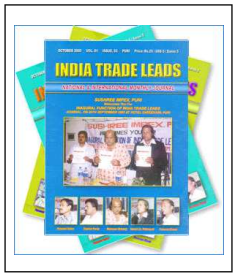
As its name indicates, the direct mail is one of the media of communication, employed by the PRO to bring his message directly to the notice of the individual through mail or personal delivery. This is a personalized communication, addressed directly to the recipient by name as a measure of drawing his personal attention towards the product.

**9. Journal :**




A journal is a publication brought out at regular intervals. It is an official publication of an organization highlighting its policies and programmes. It includes weeklies, fortnightlies, monthlies, bi-monthlies etc. All the State Governments bring out their own journals.

**10. News letter :**




In the previous section we have discussed about house journal in details. Newsletter is a kind of PR publication like a house journal, which is basically informal in nature and issued periodically by an organization or agency to provide information to a particular audience. It may be issued externally or it may take the form of an in-house newsletter used to aid the internal communication process. It is becoming more common for newsletters to be issued in electronic format.



## CHECK YOUR PROGRESS

**Q.6 :** What do you mean by a book? What is the basic difference between a book and a booklet?

_____

_____

**Q.7 :** What is an album?

_____

_____

**Q.8 :** Define the term 'journal'.

_____

_____



## ACTIVITY: 12.3

1. Observe the Public Relations activities carried out in a Bank nearer to your locality. Prepare a report on it.

## 12.6 SOME OTHER IMPORTANT TOOLS OF PR

Public Relations and publicity are not synonymous but many PR campaigns include advertising and other types of publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning. Already we have discussed the various methods and tools of Public Relations. Now let us discuss some other tools, which are also considered important for planning an effective PR campaign.

### 12.6.1 Oral Communication



The talk between two persons is based on trust and mutual goodwill. They either arrive at an agreement or agree to differ and continue the discussion later.

Oral communication is an interpersonal communication. It is persuasive communication. Oral communication is used as a medium to disseminate information regarding various policies of the organization with the internal publics and also used for interacting with the external publics.

Let us discuss briefly some major tools of oral communication.

**a) Meeting:**

A meeting is a gathering of two or more people for a particular purpose. Meetings are convened for a variety of purposes, including planning, decision making, problem solving, communication and the exchange of information. It may be informal, for example, when a few people get together to discuss ideas. It may be formal, following strict procedures. Formal meetings are conducted by a chairperson according to an agenda set in advance and the proceedings are recorded in minutes. Some meetings, such as company board meetings and annual meetings which is a legal requirement can take place on a regular basis.

Here are some hints for organizing public meetings

1. Place and Time: A convenient place and a time suitable to the audience should be selected. A badly timed meeting is almost as bad as organizing no meeting at all.

2. Audience: The actual filling of the place with the type of audience for whom the speech is intended is another important factor. For this, invitation should be extended to those who are interested in the speech. Advance publicity through the press and other media will be useful. News of the function may also be published in the "Engagements" column of the newspapers. Personal contact will go a long way in getting a good gathering.

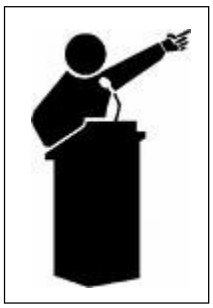
3. Panel of Speakers: The P.R.O. must maintain a panel of speakers whom he can invite to address meetings. This would facilitate to choose the right type of speakers appropriate to the occasion.

4. Talking Points: There is no harm in providing talking points to the speakers. Too many speakers might spoil the meeting. Hence, there is a need for a minimum number of well informed speakers. Speeches should always be delivered in such a way so as to appeal to the audience. Lengthy speeches should be avoided. One must make sure that the public address system works depending on its necessity according to the gathering.

5. Other Media: Other media such as the press, song and drama, exhibition, film printed word etc. may also be used as complementary to make the meeting more interesting.

6. Programme: The programme in the order of events should be neatly typed and placed on the table for conducting the meeting. A copy may also be circulated to the pressmen at the time of function.

To get a good coverage of the function, the press should be invited. The P.R.O. should see that the press representatives are provided with all facilities for reporting the speeches by earmarking a separate block with proper seating arrangement for them.



Speeches alone may not attract the audience. It will add spice to the function if some cultural programme or film shows are arranged at the end of the meeting. An exhibition, preferably based on the theme of the function, may also be organized. Distribution of pamphlets and other printed literature relating to the meeting will be an added attraction.

If all the above conditions are fulfilled, the speech, as the main ingredient of oral communication publicity, will achieve its purpose, effectively conveying the message to the intended audience.

**b) Speeches:**

Formal speeches are the quickest way to convey a message to a large group of people. Preparation of the speeches and sometimes delivering the speeches to a target audience are some important tasks of the PR department.

**c) Group discussion:**

It is a research technique in which groups of people discuss their approach towards a product or organization.

## 12.6.2 Bulletin Boards



A bulletin board is a place where people can leave public messages, for example, to advertise things to buy or sell, announce events or provide information. Bulletin boards are also known as pin board or notice board in British English. A bulletin board in an organizational context can be described as a stage for a continuous flow of news and messages concerning employees. They can be seen at shop floors of organizations in various formats and sizes. Sometimes they are vertical and sometimes horizontal or square. In some organizations they are drab-looking plain boards, while in others they are more colourful. Papers are stuck on to the board with pins.

Bulletin boards are particularly prevalent in various organizations. Dormitory corridors, hallways, lobbies, and freestanding kiosks often have cork boards attached to facilitate the posting of notices. Lampposts, pillars, trees, and walls often become impromptu postering sites in areas where official boards are sparse

in number. The main objective of a bulletin board in every office is to have a system of interacting with its employees on official matters. Circulars and memos are an essential part of the life of an average employee. Most of the circulars and memos that have relevance for a large number of employees are on issues concerning job, welfare activities, change in policies, etc.

## 12.6.3 Open House

Open house is an important tool to build rapport with the community or neighborhood where an organization is located. It is also a traditional way of building pride and morale among the employees and their families. Basically it is a communications policy intended to ensure that employees have full information about their organization.

**Special Events**

In planning special events, it is important to have a management structure that is ultimately responsible for the event. The event itself needs publicity for better response from the target audience. For example, a fashion show or a cultural programme like News Live Extravaganza.

In fact open houses and special events serve a wide range of audience from employees, community members, press, to elected representatives of parliament and legislative assemblies and they build a rapport with them.

## 12.6.4 Video Magazine

In general, a magazine is a periodical publication, consisting of sheets of paper folded in half and stapled at fold. When some events or some programmes are photographed in video format, arranged in a sequence and finally produced at a regular interval by an organization for its publics, then it is known as video magazine. We can divide the production stages of a video magazine into three as pre production, production and post production stages. In the first stage, generally an organization finalizes the planning of the



magazine, collects information and prepares the final script. In the second stage, the organization or its PR department records the visuals related to the stories or events. In the third stage, those shots are edited with the help of various linear or non linear editing set up and finally produced and distributed among the target audience.

Some Public Relations firms send out video news releases (VNRs) which are pre-taped video programs. Video News Releases can also be in the TV news format, or even produced for the web.



## CHECK YOUR PROGRESS

**Q.9 :** Name two methods of oral communication.

_____

_____

**Q.10 :** What is a bulletin board?

_____

_____

**Q.11 :** How can we build rapport with the community?

_____

_____

**Q.12 :** What do you mean by a magazine?

_____

_____

**Q.13 :** What are the three stages of audio visual production?

_____

_____

**Q.14 :** How can you organize a public meeting?

_____

_____



**ACTIVITY : 12.4**

1. Try to deliver a speech in a meeting on a topic of your choice. But remember that your topic must match with the purpose of organizing the meeting.



## 12.7 LET US SUM UP

Public relation is a link between the management and its various publics. Of all the forms of communication, interpersonal communication probably is the best. It is also referred to as face-to-face communication or eyeball-to-eyeball communication. It is the responsibility of the Public Relations Department to understand the communication requirements of these public, select channels and prepare relevant communication packages and evaluate their efficacy and impact from time to time. The following are some important tools of Public Relations- Publicity Media :Print media, Radio and other audio media, Television, Films , Video, New media; Oral Communication: Meetings, Speeches, Group Discussions; Publications: House Journal, Diaries, Calendars, News Letters, Annual Reports, Photographs, Pictorial Albums, Books, Booklets, Pamphlets, Brochures, Leaflets; Direct mail, Outdoor advertising, Indoor advertising; Press Conference, Press Briefing, Press Tours, Exhibition, Open house, Cultural events, Special events etc.



## 12.8 FURTHER READING

1. Harrison, Shirley (2002) *Public Relations : An Introduction*. UK : Thomson
2. Henslowe, Philip (2003) *Public Relations*. London : Kogan Page

## 12.9 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.NO. 1 :** PR tools are basically some channels by which we can disseminate information and maintain good Public Relations with the publics.

**Ans. to Q.NO. 2 :** Give the right answers for the following-

a. Advertising is a tool of PR. Yes

b. Internet is a medium under new media. Yes

c. Public Relation is not a link between the management and its various public. No

**Ans. to Q.NO. 3 :** A house journal is a publication, issued periodically by an organization or agency to provide information to a particular audience. A house journal may be issued externally or it may take the form of an in-house journal, used to aid the internal communication process.

**Ans. to Q.NO. 4 :** There are basically three types of House journals. These are -

i) Internal House Journal

ii) External House Journal

iii) The Trade Journal

**Ans. to Q.NO. 5 :** The trade journals disseminate information about the trade, equipment of an organization or technical progress.

**Ans. to Q.NO. 6 :** A book is a collection of printed sheets fastened together and bound. But a booklet is a small book, with a few pages.

**Ans. to Q.NO. 7 :** An album is a book of blank sheets in which autographs, cuttings, photographs etc. are inserted.

**Ans. to Q.NO. 8 :** A journal is a publication brought out at regular intervals.

**Ans. to Q.NO. 9 :** The following are the two methods of oral communication-

a) Meetings

b) Speeches

**Ans. to Q.NO. 10 :** Bulletin boards are also known as pin boards or notice boards. A bulletin board is a place where people can leave public messages, for example, to advertise things to buy or sell, announce

events, or provide information.

**Ans. to Q.NO. 11 :** To build rapport with the community, we can organize an Open House or Open Day in the organization.

**Ans. to Q.NO. 12 :** A magazine is a periodical publication, generally consisting of sheets of paper folded in half and stapled at fold.

**Ans. to Q.NO. 13 :** The three stages of audio visual production are - pre production, production and post production.

**Ans. to Q.NO. 14 :** To organize a public meeting the following points should be noted-

a) A convenient place and a time suitable to the audience should be selected.

b) Advance publicity through the press and other media is useful.

c) The P.R.O. must maintain a panel of speakers whom he can invite to address meetings.

d) The programme in the order of events should be typed and placed on the table for conducting the meeting.



## 12.10 POSSIBLE QUESTIONS

**(A) Short Questions**

**Q1.** Write short notes on -

a) Video magazine

b) Pictorial album

c) Bulletin board

**Q2.** How do house journals serve as vehicles of public relations ?

**(A) Long Questions**

**Q1.** What do you mean by the tools of Public Relations? Discuss the various tools with some examples.

**Q2.** How would you publish a house journal for your organization?

**Q3.** Enumerate the various publications of a PR department. How calendars and diaries can make a rapport with the publics of an organization?

# UNIT - 13 : METHODS OF PUBLIC RELATIONS

## UNIT STRUCTURE


13.1 Learning Objectives

13.2 Introduction

13.3 Organizing Press Conference

- 13.3.1 How to organize a Press Conference
- 13.3.2 Differences between Press Meet and Meet the Press
- 13.3.3 Press Briefings
- 13.3.4 Press Tours

13.4 Releases and Written Materials to Media

- 13.4.1 Press Release
- 13.4.2 Backgrounder
- 13.4.3 Rejoinders

13.5 Let us Sum up

13.6 Further Reading

13.7 Answers to Check Your Progress

13.8 Possible Questions


## 13.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- explain how to organize a press conference
- trace the differences between Press Meet and Meet the Press
- discuss press briefing
- explain how to organize and manage a press tour
- explain the rules and regulations for writing a press release
- illustrate the concept of backgrounder and rejoinder

## 13.2 INTRODUCTION

In the previous unit we have discussed one of the important parts of PR, i.e. the PR tools and analyzed house journal, book, periodical, poster, folder etc. as publications, oral communication and also bulletin boards, open house, video magazines etc. In this unit we are going to consider some important methods of PR, which are used for developing media relations by the organization.

A press conference is a media event in which an organization, interested to publicize an issue or to make news, invites journalists of different media to disseminate the information and ask questions on the issue. There are two main reasons for organizing a press conference. One is that a newsmaker who gets many questions from reporters can answer them all at once rather than answering so many phone calls. Another is that someone can try to attract news coverage for something that was not of interest to journalists before. Also it is a cost effective tool for disseminating information.

Effective media relation is one of the prime tasks in PR practices. It is basically, those activities that involve working directly with persons responsible for the editorial (news and features), public service and sponsored programming products of mass media. Media relation is the linkage between the media personalities and the organization in getting a favourable, timely, and widespread media coverage. We shall trace the various methods to build a good media relation in this unit. In the last unit, i.e. Unit-14, we will consider the status of Public Relations in central and state government as well as in the public sector undertakings.

## 13.3 ORGANIZING PRESS CONFERENCES

Organizing a press conference has become an accepted means of issuing information to the press. A press conference should not be called merely to hand out a development or information, which could be, covered equally well by a press release. The main justification for organizing a press conference is that the subject on the issue is an important one, which requires some clarifications or important information and the management of an organization can share ideas and answer or explain plenty of questions

from the journalists present.

A press conference is never held as a routine affair. It should be held to announce major policy decisions and important message of an organization.



**LET US KNOW**

A press conference is a voluntary presentation of information to the media. In a press conference, a PR practitioner decides on the information and how it should be presented and who will present it. It is an opportunity to get the story on TV, radio or in the news papers. To hold a press conference a PR practitioner contacts the media, choses the time and place, makes a presentation and responds to reporters' questions.



*A **press kit** is some background material: fact sheets, news release, text of the statement, and visual materials, such as photographs. It can help reporters to create and produce their stories. It also contain a notebook and a pen for the reporter to jot down important points. All these materials are usually neatly arranged in folders.*

The invitees to the government press conference are normally all accredited correspondents including foreign correspondents, accredited cameramen and representatives from Radio and TV, etc. In case of a private organization all correspondents who normally cover the organization are invited to the press conference. Official invitees to the press conference are generally minimum in number. The information officer or public relations officer first briefs the speaker in advance about the correspondents and the nature of questions likely to be asked as well as the subject matter so that the executive can start and discuss subject wise. Before the press conference begins, they should also give a proper but brief introduction of the speaker and the subject. Invitations to the press conference are sent well in advance indicating the date, day, time, subject and venue of the conference. The name of the person holding the press conference and his designation are usually mentioned there.

### 13.3.1 How to organize a Press Conference

It is better to organize a press conference in the forenoon or early afternoon in order to catch the next day editions of newspapers. In case of important press conference it is necessary to tape-record

the proceedings. Discussion on individual and personal cases should be avoided. Generally not more than four to six questions are to be allowed on any one aspect of the subject.

It is necessary to prepare a comprehensive press media note on the subject of the press conference and to distribute it a little before the press conference is scheduled to start. This will help in many ways, particularly in the time of rechecking facts and statistics.

Tea, snacks or light refreshment can be served just after the formal conference is over. The press conference arrangements should be properly organized. Transport can be provided both ways, if the press conference is held at a distance or out of the prime place of the city or town. Equal treatment should be given to all newspapers and audio visual media representatives.

Actually, a press conference provides an opportunity to the organization to communicate directly with representatives of the press. On rare occasions, Public Relations directors arrange press conferences. Its purpose is to obtain publicity in connection with some vitally important news, such as the introduction of a new product, settlement of a labor dispute, change in management, plant expansion, corporate reorganization, and accidents or disaster. A press conference should not be called unless the importance of the news clearly indicates doing so, and then it should be so timed that the news will secure the widest coverage. The president and representatives of management should be present to make the announcement and answer the reporters' questions.

Various factors regarding the Press Conference :

1. Timing : Ideal timing is forenoon from 11 am to 11.30 am or afternoon from 2 pm to 3.30 pm.
2. Initiative : The date of the Press conference should be fixed 7 to10 days before (except emergency).
3. Invitation : Media relation is very important. That's why invitation letters should be sent to all the nearby media, followed by phone calls.

4. Arrangement : Room arrangements, seating arrangements, sound system checking etc will be the main concern of the PR job.

5. Introduction : In the news conference PRO introduces the chairman & other guests seating on the dais.

6. Press Kit : Distribution of press release, the brief speeches of the concerned guests & speakers, relevant facts & figures regarding the matter of press conference, relevant photographs, a notebook and a pen (if possible) in a very impressive envelope or folder.

7. Situation handling: PRO sometimes may have to face counter questions from the press.

8. Refreshment : Arrangement of gifts, and light refreshment like tea, coffee, & snacks to be served timely. Some press conference are also followed by lunch.

9. Follow up : The day after the Press conference the PRO should thank the media over phone for carrying the news & also those who didn't carry the news for attending the press conference.

## 13.3.2 Difference between Press Meet and Meet the Press

Already we have discussed press conference, which is also popularly known as press meet. It is basically a meeting in which journalists are invited to hear about a new product or for getting new information about an organization.

On the other hand, some time because of the paucity of time, the media houses including the profit press and electronic media may invite a person of repute in any field for an interaction. Here, unlike the organizing style of a press meet, an individual or any body representing an organization is invited by the media to a press club

or at any other suitable venue. In a Meet the Press, the guest invited by the media addresses the journalists of different print and electronic media and after concluding his formal address, the journalists can interact with him, but unlike a Press Meet the addressee is not bound to answer each and every question of the journalists.

### 13.3.3 Press Briefings

The intention of a Press Briefing is to enhance and reinforce the conventional written publicity material. It is an opportunity to highlight certain events and also to clarify the complicated issues to the press representatives through questions and answers. Sometimes better results are achieved in a face-to-face discussion with the correspondents rather than giving information to them through written publicity material. To get the best results out of oral briefings, it is necessary that these should be organized in a methodical manner. Every care has to be taken as to when and how to give the press briefing. The oral briefings are of mainly two types.

***Querries from Press Representatives***

A press correspondent can put a querry on any aspect of the working of government department or of organization. Such queries are treated as confidential and the replies are to be given only to the press representative concerned on an exclusive basis. The confidence of the correspondent should be respected. The query should be noted down and the officially relevant correct answers should be noted. The press correspondent should be replied without much delay and with as many details as possible.

The answering of queries from the press representatives helps in checking the correspondents who rely on unofficial and unreliable sources or on gossip. Also, in the garb of query the Public Relations personnel can plant a story on exclusive basis in a paper. However, stories of general public interest should not be given to the correspondent.

***Special Press Briefings***

Press Briefings are arranged for specially accredited correspondents taking interest in a particular subject field. The purpose is to explain

the background of a happening, not necessarily for the purpose of its being used as a news story. In these briefings all accredited correspondents are not invited. These briefings are in the nature of special briefings on a particular subject.

Besides the ministers and secretaries, these briefings are also organized for senior officials for giving detailed information and elucidation on complicated matters. The officials should not remain too much silent and guarded in replying inconvenient questions as that will defeat the very purpose of such briefings. Separate Press Briefings are sometimes conducted for foreign correspondents on important aspects of national development.

### 13.3.4 Press Tours

Like organizing a press conference, press tour, which is also known as media tour, is an important and fruitful method of Public Relations to establish and improve media relations. Some new products or new services can be successfully publicized with a press tour. On a press tour a Public Relations Officer or a representative of the PR department of an organization travels with the journalists to introduce a new product or service.

A different type of press tour is the book tour, where an author travels to various parts of the country to promote a newly released book. This tour may include personal appearances in connection with special events, such as public appearances, speaking engagements or autograph signing opportunities etc.

In press tours much of the exercise is similar to organizing a press conference. More elaborate arrangements are required which may involve transporting the press party for a long distance. The occasion could be a landmark achieved in the commissioning of a project or a crisis situation like an accident. Both occasions need careful planning and organization. While inviting a reporter to join the press tour, it is always advisable to write to the editors or bureau chiefs of different newspapers. In normal circumstances, sufficient notice must be given, because the concerned reporter may have to be spared for a number of days from his usual work and may have

to be away from his workplace.

A Public Relations person, should consider to the following points before organizing a press tour:

- He/she should prepare the list of the journalists
- He/she should arrange suitable travel facilities
- He/she should arrange comfortable accommodation at the site
- He/she should brief the journalists at the site describing all the necessary information related to the subject.
- He/she should brief the background information
- He/she should take care of good hospitality for the media persons
- He/she should arrange an entertainment programme at the site, if possible

It is necessary that a responsible representative of the organization should accompany the journalists of different media. After coming back to the station, the representative of the organization should formally offer thanks to the journalists and he should keep a regular contact with them to establish good media relations. Here we can site an example of a press tour. Whenever our Prime Minister or The President visits a foreign country to discuss an important issue or to deal with new policies, then the govt. arranges a press tour and invites the journalists to accompany the country representative to cover the story.



## CHECK YOUR PROGRESS

**Q.1 :** What do you mean by a Press Conference?

_____

_____

**Q.2 :** What is a press kit?

_____

_____



**ACTIVITY : 13.1**

1. If you are a member of a club, or any other society of your locality, try to organize a press conference to publicize the activities of your club.

## 13.4 RELEASES AND WRITTEN MATERIAL TO MEDIA

### 13.4.1 Press Release

A press release is a written statement of an organisation distributed to the media. It is a fundamental tool of Public Relations. Press releases are usually sent via newswire service (such as PR Newswire or Business Wire) to media outlets, where journalists may pick them up and use them as they see fit.

The text of a release is usually written as a news story with an eye-catching headline and text written in standard journalistic style with inverted pyramid structure. This style of news writing makes it easier for reporters to quickly grasp the message.

Some journalists believe that to copy from a press release may be unethical -- they believe it is a lapse of good judgment. Ethical reporters prefer to try soliciting an individual quote from the speaker before filing their story. Public Relations professionals believe that press releases and other collateral material aid a journalist's job.

Since press releases reflect the organization's preferred interpretation or positive packaging of a story, journalists are often skeptical about their contents. The level of skepticism depends on what the story is and who's telling it. Newsrooms receive so many press releases that, unless it is a story that the media are already paying attention to, a press release alone often isn't enough to catch a journalist's attention.

With the advent of modern media and new technology, press releases are to be found in the form of video news releases and audio news releases.

The workhorse of Public Relations, the press release, was invented in the late 1800s. Written in the form of a conventional news story, a release presents the point of view of the organization that disseminates it. Newspaper editors and reporters often use facts, quotes and other information from releases to amplify their stories or support their accuracy and credibility. Press leases were first used by the big railroads, although they rapidly became the norm in all corporations and large organizations, both for profit and nonprofit. Early in the 20th century, Ohio Bell Telephone discovered that if it handed out "canned" news in this form, newspaper reporters would stop going to telephone rate hearings to get the information in person, thereby minimizing uncomfortable inquiries about the rates and related matters. More often, releases were used, and continue to be used, to attract the media to attend press briefings or to request follow-up interviews. Initially it was considered a form of advertising because of their self-serving content. Releases quickly became accepted for what they are today - a free source of news and information that can be used by media. The traditional format (one or two pages of double-spaced text with standardized spelling and punctuation) was developed to satisfy the needs of editors for space in which to edit the text, and typesetters who required certain kinds of editorial markings in order to follow the flow of individual pages while typesetting the text. With more and more releases distributed via e-mail and more and more print media moving to digital printing, the format of press releases has become far less important for recipients. Many public relations practitioners also disseminate their releases far beyond the media to key audiences such as employees and investors who are as interested as the media in what the organizations they support are doing.

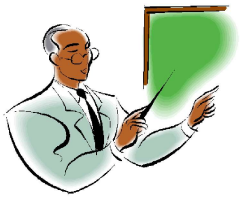
The usual way of issuing information to the press is by writing a press release. A press release is an official, authorized statement about the policies and activities of an organization. As the company

or the government has to stand by it, the press release must be factual, and correct and must project the policy clearly and without ambiguity. It should leave no scope for misreporting. This is then sent by post or by hand to various newspapers and periodicals as well as to radio and television news offices. It is also communicated to the news agencies, who have direct tele-printer contact with the main newspaper offices in the country, The news agencies edit the release and do not send it out in its entirety. So it is always worthwhile sending out the full release as widely as possible. The PRO should give adequate information on all points of public interest. If he examines the material critically from the viewpoint of a press reporter and the public, he will immediately discover certain areas where further light or clarification is necessary.

The press release should be written in journalistic style. It should follow the principles of news reporting. The introduction or the 'lead' should be in a summary format. It should answer the five W's and one H as in a news story. The second and the subsequent paragraphs should elucidate and elaborate the points. It should provide facts or information of interest to the readers and should attempt to cover all the aspects of a specific subject.

The release should not generally be lengthy. It should be concise and to the point. The release is a piece of clear writing without any ambiguity, without any effort towards colour or ornamentation. As far as possible each story should be complete in itself. Public memory is short and people are not likely to remember what had been said on the subject a couple of months ago, or even the previous fortnight. Moreover, repetitive publicity is the essence of selling an idea.

It should have a consistent format. Generally, the name of the agency from where the release emanates is given on the top. The date and place are indicated on the top right side. The release should have a title or subtitle also, if necessary. In the case of releases from non-official organizations, it is desirable also to mention the designation of the person issuing the release and his telephone number.



## LET US KNOW

Scott Lorenz, the President of Westwind Communications, an American based public relations and marketing firm gives a few reasons for use of press release –1. Announce a new service. 2. Announce a new product.3. Tie in with a national holiday, a birthday or anniversary. 4. Report a new study of your own and your analysis or forecast. 5. Tie in with a controversy by commenting on it. 6. Co-op an event with the media. 7. Utilize a national survey or study to your benefit. 8. Announce your exhibit at a trade show or convention. 9. Commission a survey and report the results.10. Write a white paper and announce its availability at your web site. 11. Create and promote a special event. 12. Use a current news event to frame your release.13. Host a seminar and announce the information discussed.14. Announce an upcoming speaking engagement.15. Schedule a speaking engagement at the local library… for free. 16. Make reprints of speeches available at your website. 17. Create a contest and offer a prize that's newsworthy.18. Pricing and policy changes. 19. Patents and trademarks. 20. Litigation won. 21. Announce the results of a new study. 22. The number of hours your employees donate volunteering in your community.23. Involvement in various community events and activities.24. Innovative use for your products. 25. First person stories about people using your product or services. 26. New clients you've obtained.27. New testimonials. 28. Celebrities that use your product or service.29. Financial projections and forecasts. 30. Announce a public appearance. 31. Appointments by government officials to offices.32. Retirement of well respected and revered employees.33. Recognition of long-time employees with 25 years of service or more.34. Internal promotion of key staff members.35. Send a letter to the editor and CC the media and your audience, "in case they miss it." 36. New members of important committees. 37. Results of an election. 38. The passage of an important resolution. 39. Anniversary of the founding date of the organization or company. 40. Charitable donations by your organization. 41. ISO 9001certification

of your company.42. New awards won.43. Association membership.44. Publicly release a letter from a soldier or someone with poignant thoughts.45. Report on a public project and offer insight to the problem. 46. Protest an activity or issue.47. The sponsorship of a community event.48. How to apply for internships in your company. 49. How to apply for scholarships offered by your company.50. Open house where people can tour your plant, office etc. 51. Create an award to honor individuals in the community. 52. The appearance in front of a public entity, i.e., testimony before the US Senate.53. Host a public debate. 54. Announce a fact finding trip and then report your findings.55. Host a celebrity event and tie in your company.

We often get confused with some important government or other organizations release with the general press releases. The highest authority of an organization, especially a government, usually sends the following categories of news releases--

1. Press Communiqués
2. Press notes
3. Handouts
4. Unofficial stories or unofficial handouts.

**1. Press Communiqués**

Press communiqués are issued when some important government decisions or announcements are made, such as cabinet appointments, conclusion of the foreign dignitaries' visits, etc. The press communiqué has formal character. It carries the name of the ministry or department, place and date at the bottom left hand corner of the release. Generally, the press is expected to reproduce the press communiqué without any substantial change. No heading or sub-heading is given on press communiqués.

**2. Press notes**

Press notes are less formal in character. They are issued on important matters. They also carry the name of the ministry/

department and the place at the bottom left hand corners. Headings or sub-headings are given in press notes.

**3. Handouts**

Handouts are issued on a variety of subjects and on day-to-day activities of the ministry/department, VIP speeches, questions and answers in Parliaments etc. The handout is a less formal type of release and not issued under the government's formal authority. It bears the name of the PIB or other releasing agency on the top without any mention of the ministry/department to which the release pertains. The place and date are indicated on top at the right hand side. One of the most important common categories of handouts relate to the speeches of ministers or other high officials. The handout is released only when the speech is connected with governmental activity. No official handout is issued if the minister has spoken in his personal capacity as a member of a political organization. The speech when released to the press in the form of handout is summarized and properly edited. Formal, introductory and concluding remarks are omitted and redundant and repetitive materials are taken out. A proper title and sub-title are given. The full text of the speech is not released unless the subject is of very great importance.

**4. Unofficial stories or unofficial handouts.**

Unofficial handouts are issued on the subject where the government would not like to assume official responsibility in the matter but feels that there may be positive advantages in making information public unofficially. These handouts are supplements to oral briefings. The unofficial handouts do not have the imprint of the PIB or of other releasing agencies. The date and place are indicated at the bottom left hand comer.

Timing of releases is very important. All releases should so far as possible reach the desk by 6 to 7 p. m. The PRO should finalize the release at least one hour in advance of the official delivery time.



***Media advisories :*** *Brief announcement to the general media bout an activity or upcoming event.*

**Writing a Press Release:**

Press releases are broadly catagoriesed into the followng types -

a) general news releases

b) event releases

c) product press releases

d) social media press releases

The writing style of the press releases is common. This helps journalists to separate press releases from other PR communication methods, such as pitch letters or **media advisories**. Some of these common structural elements include:

**Headline -** used to grab the attention of journalists and briefly summarize the news.

**Dateline -** contains the release date and usually the originating city of the press release.

**Introduction -** first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

**Body -** further explanation, statistics, background, or other details relevant to the news.

**Media Contact Information -** name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person. The following is an example of a press release issued by the Rashtrapati Bhavan.



**Press Release**

**PRESIDENT CALLS UPON IAS PROBATIONERS TO ADMINISTER WITH A HUMANE TOUCH**

**09-05-2008 : Rashtrapati Bhavan, New Delhi**

HEAD LINE

DATE LINE

The President, Smt. Pratibha Devisingh Patil, while addressing the IAS probationers of the 2007 batch who called on her at Rashtrapati Bhavan today, said that they should administer with a humane touch and implement schemes in their true spirit. The President said that as the heads of their districts in the early phase of their career, they should not only make use of the law and the power at their disposal but also deal with the people with a humane touch.

INTRODUCTION

Describing the officers as 'blessed ones', as they had had the benefit of good education and now being selected for this elite service, the President said they should use their education and training for the betterment of the people and to be their friend, philosopher and guide. Referring to India's rapid development with an average GDP growth rate of 9 percent, Smt. Patil emphasized on the requirement of an inclusive growth and emphasis on the importance of education in a "knowledge economy".

The President also speaking about the social evils in society such as child marriage, female foeticide and dowry, urged the young officers to play an active role in implementation of laws and schemes so that such evils would slowly disappear. Smt. Patil also strongly encouraged the officers to play a pro-active role in helping in the empowerment of the first generation of women stepping into Panchayati Raj Institutions.

BODY

### 13.4.2 Backgrounder

The backgrounder is defined in the dictionaries as a summary of pertinent information and facts about the subject or about the organization at hand, which is provided to the media especially when dealing with a complex issue. The term is also described as a press conference or interview in which a government official explains to the reporters about the background of an action or policy.

Basically, a backgrounder provides the background information about the organization and its achievements, success stories, various activities etc. with a brief history. It is necessary to distribute it at a press conference along with the press release to inform the journalists about the activities of the organization. It also helps a journalist to prepare a comprehensive report on the organization.

### 13.4.3 Rejoinders/Clarification

PR persons may sometimes be forced to be the front men in some public disputes. The very simple reason is that by issuing rejoinders or clarification, reports or denials, the Public Relations person unwittingly gives Public Relations mileage.

Actually, sometimes some newspapers may publish some news, which may be against an organization. This news may harm in the image building process of the organization or it may reduce the public's confidence in the reputation of the organization. In that case the PR department of the organization should think about it and should issue clarification to the concerned newspaper/s. This is popularly known as a rejoinder. The rejoinder is the opportunity for the PR department to address constructively and positively the comments and criticisms made by an individual or an assessor. A rejoinder can effectively counter the criticism/s raised in the reports, which can show the way to the concerned individual or the assessor and it can also help build a favourable image of the organisation again before the readers of the newspapers.



## CHECK YOUR PROGRESS

**Q.3 :** What do you mean by a press release?

_____

_____

**Q.4 :** How and why press communiqués are issued?

_____

_____

**Q.5 :** What is the main difference between Press Notes and Handouts?

_____

_____



## ACTIVITY : 13.2

1. Write a Press release with a backgrounder for the organization with which you are associated or any organization of your choice.



## 13.5 LET US SUM UP

A press conference is a media event in which an organization, which is interested to publicize an issue or to make news, invites journalists to disseminate the information and ask questions to clarify doubts etc. on the issue. In press tours or facility visits much of the exercise is similar to organizing a press conference. Open house is an important tool to build rapport with the community/neighbourhood where the plant is located.

A press release is a written statement distributed to the media. It is an important tool of Public Relations. Press communiqués, press notes,

handouts, backgrounder, and rejoinders are some other important tools of Public Relations.



## 13.6 FURTHER READING

1. Banik, Dr. G.S (2006) *PR and Media Relations*. New Delhi : Jaico Publishing House
2. Black, Sam (1995) *The Practice of Public Relations*. New York : Routledge
3. Henslowe, Phillip (2003). *Public Relations*. London : Kogan Page



## 13.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.No. 1:** A press conference is a media event in which an organization, interested to publicize an issue or to make news, invites journalists to disseminate the information.

**Ans. to Q.No. 2:** A press kit is an assortment of some background materials like fact sheets, news release, text of the statement, and visual materials, photographs etc. It can help reporters to create and produce their stories.

**Ans. to Q.No. 3:** Open house is an important tool to build rapport with the community/neighbourhood where the organization is located. It is also a widely employed way of building pride and morale among the employees as well as the other publics.

**Ans. to Q.No. 4:** A press release is a written statement distributed to the media. It is a fundamental tool of Public Relations.

**Ans. to Q.No. 5:** Press communiqués are issued when some important government decisions or announcements are made such as cabinet appointments, conclusion of the foreign dignitaries visits, etc.

**Ans. to Q.No. 6:** Press notes are less formal in character. They are issued on important matters. But the handout is a more or less formal type of release and not issued under the government's formal authority.



## 13.8 POSSIBLE QUESTIONS

**A. Short Questions :**

**Q.1.** Discuss the role of PR at the time of an accident in an organization?

**Q.2.** What are the things to be kept in mind when you are writing a Press Release?

**Q.3.** Write a brief note on the importance of Press Conference.

**Q.4.** What are the differences between press conference and press meet?

**Q.5.** Why backgrounder is important in PR?

**Q.6.** What do you mean by rejoinders?

**B. Long Questions :**

**Q.1.** Write a press release on an event of your choice. What is the writing style of a press release?

**Q.2.** What are press tours? What are the important points that must be kept in mind before organizing a press tour?

**Q.3.** Explain the different categories of news relases.

**Q.4.** How will you organize a press conference?

# UNIT - 14 : GOVERNMENT PUBLIC RELATIONS

## UNIT STRUCTURE


14.1 Learning Objectives

14.2 Introduction

14.3 PR in Central Government

14.4 PR in State Government

14.5 PR in Public Sector Undertakings

14.6 Let Us Sum up

14.7 Further Readings

14.8 Answers to Check Your Progress

14.9 Possible Questions


## 14.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- discuss the various PR organizations and departments under the central government.
- analyze the functions of PR departments under state government.
- explain the duties and responsibilities of Public Relations departments in public sector undertaking or organizations.

## 14.2 INTRODUCTION

By now you must already be familiar with various tools and methods deployed for the Public Relations strategy. In this last unit of paper on 'Advertising and PR' we will try to explain to you a highly important aspect of Public Relations, i.e. PR in central and state govt.

PR is a management tool, which is broadly utilized to manage the important tasks of an organization. Public Relations activities in the modern world help individuals and organizations to build prestige, to promote products

and to win hearts. As we all know, government is also an organization. We can call it the biggest organization of a state. So their publics are the citizens of the country. All the neighboring countries are external publics. So there is an important ministry or department for Public Relations in a government.

This unit concentrates on the activities of various departments under the Ministry of Information and Broadcasting, Government of India, Janasanjog, the Directorate of Information and Public Relations of Government of Assam and the nature of PR in public sector organizations.

## 14.3 PR IN CENTRAL GOVERNMENT

As we have discussed in the earlier units, now a days, 'Public Relations' is one of the important management functions in all organizations, from Government to the private sectors. So Government. of India also has a separate Ministry to disseminate various information regarding the policies and programmes of the Government. The Ministry of Information & Broadcasting, through the various communication media, which includes radio, television, films, the press, publications, advertising and traditional form of communication plays a significant role in helping the people to have access to a free flow of information. It also performs the responsibility of dissemination of knowledge and entertainment to all sections of the society with a careful balance between public interest and commercial needs.



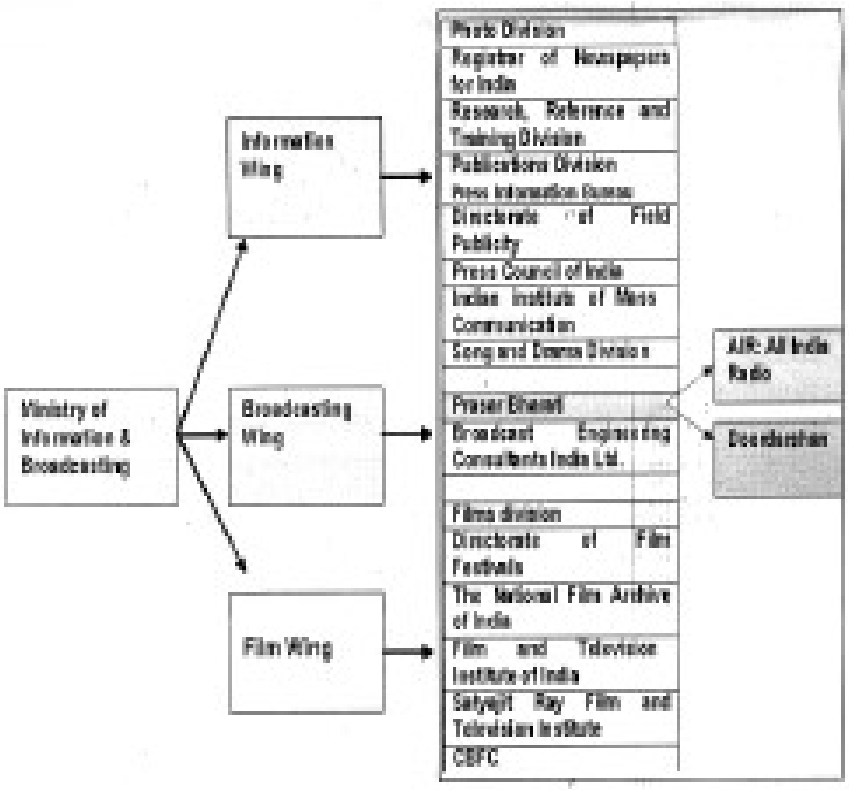

The mandates of the Ministry of Information & Broadcasting are:

- News Services through All India Radio (AIR) and Doordarshan (DD).
- Development of broadcasting and television.
- Production, Import and export of films.
- Development and promotion of film industry.
- Organisation of film festivals and cultural exchanges for the purpose.
- Handling Advertisements and visual publicity on behalf of the Government of India.
- Handling of press relations to present the policies of Government of India and to get feed-back on the Govt. policies.
- Administration of the Press and Registration of Books Act, 1867 in

respect of newspapers.

- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, Reference and Training to assist the media units of the Ministry to meet their responsibilities.
- Use of interpersonal communication and traditional folk art forms for information/ publicity campaigns on public interest issues.
- International co-operation in the field of information & mass media.

The Ministry of Information and Broadcasting has its different departments under three principal wings to establish and maintain a good relation with the citizens of the country. The organizational structure of the Ministry is as follows-




*Organizational Structure of the Ministry Of Information and Broadcasting, Govt. of India.*

***Prasar Bharati** is not directly a department of the Govt. of India. It is an autonomous body.*

Now let us discuss various functions and duties of these departments under the ministry–

### 14.3.1 Photo Division

Photo Division is the biggest production unit of its kind in the country in the field of photography. The Division provides photographs to different media units of the Ministry of Information and Broadcasting and other media units of the Central and the State Governments. The Division also supplies on payment, photographs and transparencies to the general public. Photo Division has switched over to digital mode of photo transmission. The Division has four regional offices at Mumbai, Chennai, Kolkata and Guwahati and its Headquarter is in Delhi.



***Newsprint:***
*The paper on which the newspaper is printed. The term is used chiefly to refer to the wood pulp paper which was first used in 1867 and which became standard by the 1890's.*

**Registrar of Newspapers for India**

The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July, 1956, on the recommendation of the first Press Commission in 1953 and by amending the Press and Registration of Books Act (PRB Act) 1867. The Press and Registration of Books Act contains the duties and functions of the RNI. The prime task of the RNI is the verification and allotment of the titles of the newspapers; it registers the Indian newspapers and facilitates them by supplying the **newsprints**.

**Research, Reference and Training Division**

Research, Reference and Training Division (RR&TD) serves as an information bank and reference centre to provide information to different media units in their porgramming and publicity campaigning work. The Division also provides research back - up on important policies, issues, events and developments in the field of mass media. The Division compiles two annual reference works entitled 'India - A Reference Annual', an authentic work of reference on India, and 'Mass Media in India', a comprehensive publication on Mass Communication in the country.

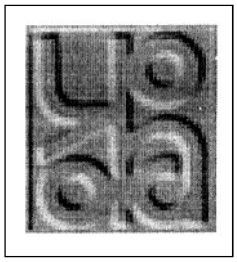
**Press Information Bureau**

The Press Information Bureau (PIB) is the nodal agency of the

Government of India to disseminate information to different print and electronic media on the various policies and programmes of the Central government. It is basically a news agency like UNI or PTI. But the difference is that it is a Govt. organization and the service provided by the PIB is purely free of cost. It also provides the news services in different languages and dialects. The organization is headed by the Principal Information Officer. There are 8 regional offices and 35 branch offices for disseminating of news. The Bureau at the headquarters has a team of officers attached to various Ministries and Departments for the purpose of assisting them in the management of the media and Public Relations. The PIB acts as an interface between the Government and the media. The Information Officers serve as official spokes person for the Government. They also provide feedback to their assigned Ministries / Departments on people's reactions being reflected in the media towards Government policies and programmes.

The information material released by the Bureau in Hindi, English, Urdu and other regional languages, reaches to over 8408 newspapers and media organizations. PIB is connected to 29 Regional Centres by video conferencing system. It provides accreditation facility to media persons so as to make easy access to information from the Government sources.

**Publications Division**



Publications Division (PD) is one of the leading publishing houses of the country and the largest in public sector. It is engaged in publications of books of different categories about the nation on various spheres of activity to facilitate the task of national integration by promoting greater awareness and understanding of the different regions and of the people adhering to various faiths and beliefs. It publishes and sells books and journals at affordable prices. Some of the important journals published by the Division include Yojana, Kurukshetra, Employment News and Aajkal etc.

It has so far published more than 7500 titles. Besides books, the Publications Division brings out 21 Journals on issues of national importance and social purposefulness. The Division has entered in the field of e-publishing through its Multi-Media Interactive CD project. It aims at projecting the varied cultural opulence of India among the new-media friendly generation in India and abroad.

**Directorate of Field Publicity**

The Directorate of Field Publicity (DFP) started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organization. It was renamed as Directorate of Field Publicity in 1959, and within a few years some other Field Publicity Units and Regional Offices were opened. There are presently 22 Regional Offices and 246 Field Publicity Units which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and the effort is to reach even the remotest and most inaccessible villages by the Field Publicity Units. The Field Publicity Units use a variety of publicity techniques such as film shows, song and drama, photo exhibitions, group discussions, seminars, symposia, rallies and various competitions like debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas.

**Press Council of India**

Press Council of India (PCI) is a statutory autonomous body established for the purpose of preserving the freedom of the press, and for maintaining and improving the standard of newspapers and news agencies in India. The Council is headed by a Chairman, who is nominated by a Committee consisting of Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from amongst the members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity. Three of them are nominated, one each by the University Grants Commission,

Bar Council of India and Sahitya Akademi. Five Members are the Members of the Parliament of whom two are nominated from Rajya Sabha and three from the Lok Sabha. The Press Council deliberates on the complaints received either by the press or against the press.

**Indian institute of Mass Communication**

Indian institute of Mass Communication (IIMC) is run by an autonomous Society under the Ministry of Information and Broadcasting and was set up with the objective of providing training to the information and publicity personnel of Central and State Governments, organize training and research in the use and development of Mass Communication, make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.

The Institute conducts training programmes for Group "A" and group "B" officers of Indian Information Service and Broadcast Journalism Course for personnel of AIR and Doordarshan. Apart from this, the Institute conducts nine month's Post-graduate diploma courses in Journalism (English & Hindi); Advertising and Public Relations and Radio & TV Journalism and Hindi Journalism at New Delhi. It also organises short term courses for media person and PR personnel for various other countries.

**Song and Drama Division**

Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas. The Division has its headquarters at New Delhi and has 12 Regional centers in various parts of the country. The Division utilizes a wide range of performing arts such as drama, dance-drama, puppet shows, folk recitals, folk and tribal plays, sound and light programmes etc., to effectively put across various messages on themes like national integration, socio-economic schemes, tribal development projects, promotion of

national integration especially in the disturbed areas of Jammu & Kashmir and North Eastern Region.

**Prasar Bharati**

Prasar Bharati, (the Broadcasting Corporation of India) is a statutory autonomous body established under the Prasar Bharati Act. The Board came into existence from November 23,1997. It is the public service broadcaster of the country. The objective of public service broadcasting is to be achieved though All India Radio and Doordarshan which earlier were working as independent media units under the Ministry of I&B.



**LET US KNOW**

Broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Kolkata which were taken over by the Government in 1930. These were operating under the name "Indian Broadcasting Service" until 1936 when it was given the present name "All India Radio (AIR)". It also came to be known as "Akashvani" from 1957. Today, AIR's network provides radio coverage to 97.3% of the population and reaches 90% of the total area. The AIR network comprises the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North-Eastern Services.



**LET US KNOW**

Doordarshan, one of the largest broadcasting organizations in the world now in terms of the infrastructure of studios and transmitters, the variety of software and the vastness of the viewership, had a modest beginning. The experimental Telecast started in Delhi in September 1959 with a small transmitter and a makeshift studio and the regular

daily transmission started in 1965. The TV service was extended to a second city – Mumbai only in 1972. Till 1975, only seven cities were covered by Television. Television was separated from Radio in 1976 and Doordarshan came into existence. National programme was introduced in 1982 and from then onwards, there has been steady progress in Doordarshan. Now almost 90 per cent of the population of the country can receive Doordarshan programmes through a network of nearly 1398 terrestrial transmitters. 65 Doordarshan Studios are producing TV software. Presently, Doordarshan operates 30 channels through its free to air DTH service, 'DD-Direct Plus'.

**Broadcast Engineering Consultants India Ltd.**

Broadcast Engineering Consultants India Ltd. (BECIL), a profit making Government of India undertaking organization was established in March 1995. It is the premier consultancy agency and solution provider in the field of Broadcast Engineering and Information Technology. The main task of BECIL includes establishment of FM radio stations, TV channels, terrestrial TV and radio transmitters, satellite earth stations and sound reinforcement systems etc. It has spread its wings in overseas countries like Mauritius, Bhutan, Kuwait, Nepal and Afghanistan.

**Films division**

Films division is engaged in the production of documentaries and news based films for publicity of the Central Government programmes. The news based films and documentaries are released to various theatres throughout the country for compulsory exhibition. The Films Division also caters to the needs of the Directorate of Field Publicity.

Over the last 50 years, Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and

objectives of the Division focused on national perspectives, are to educate and motivate the people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

**Directorate of Film Festivals**

Directorate of Film Festivals (DFF) was set up by the Government of India in 1973 to organize international and national film festivals within the country. It facilitates India's participation in the festivals organized abroad. As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema and generates healthy competition which help to improve the standards of Indian Cinema.

**The National Film Archives of India**

The National Film Archives of India (NFAI) was established as a media unit of the Ministry of information and Broadcasting in February 1964. Its three principal objectives are :

1. to trace, acquire and preserve the heritage of Indian cinema;
2. to classify, document data and undertake research relating to films;
3. to act as a centre for the dissemination of film culture.

With headquarters at Pune, NFAI has three regional offices at Bengaluru, Kolkata and Thiruvananthapuram.

**Film and Television Institute of India**

The FTII was established in 1960 at Pune. It is an autonomous body under the Ministry of Information and Broadcasting of the Government of India. It imparts training in film making and television programme production. Today, the FTII is considered a Centre of Excellence not only in India but also in Asia and Europe.

**Satyajit Ray Film and Television Institute**

The Satyajit Ray Film and Television Institute (SRFTI), Kolkata, has been set up to provide the latest education and technological experience in the art and technique of film making. The Institute was registered as a Society on 18th August 1995 under the West Bengal Societies Registration Act, 1961. The Institution is an autonomous society with a Governing Council, Standing Finance Committee and an Academic Council.

**National Film Development Corporation**

The National Film Development Corporation (NFDC) Ltd. incorporated in 1975, was restructured in 1980 after amalgamation of the Indian Motion Picture Export Corporation (IMPEC) and Film Finance Corporation (FFC).

The main activities of the Corporation include financing and producing films with socially relevant themes, creative and artistic excellence and experimental in form; distribution and dissemination of films through various channels. NFDC also provides essential pre-production and post-production infrastructure to the film industry in pace with the latest technology, which includes financing of theatre construction. The Corporation launched its programme of foreign co-production with the film "Gandhi" directed by Sir Richard Attenborough. It encourages the concept of low budget films which are high in quality, content and production values.



***MPAA :*** *Motion Picture Association of America*

**Central Board of Film Certification**

The Central Board of Film Certification or CBFC is the regulatory film body and censor board of India. It is quite similar to the MPAA of USA. However, the rating system of the CBFC is different from that of the **MPAA**. Promotional materials and TV ads are also censored by the CBFC.

Central Board of Film certification (CBFC) with its headquarters at Mumbai is responsible for certification of the films produced in India as well as outside the country for public exhibition. The Board gives

four categories of certificates; "U" for unrestricted public exhibition, "A" for public exhibition restricted to adults only, "UA" for unrestricted public exhibition with parental guidance for children below the age of 12 and "S" for exhibition to restricted audience such as doctors etc. These certificates are issued through the regional offices of the Board located at Bengaluru, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. Appeal against the decision of the Board lies with the Film Certification Appellate Tribunal.



## CHECK YOUR PROGRESS

**Q.1:** What does for the term “Prasar Bharati” stand for?

_____

_____

**Q.2:** What are the mandates of the Ministry of Information and Broadcasting, Govt. of India?

_____

_____

**Q.3:** What are the three wings of the Ministry?

_____

_____

**Q.4:** RNI stands for what?

_____

_____

**Q.5:** Who publishes the Employment News?

_____

_____

**Q.6:** Write a brief note on the nomination of the members of the PCI.

_____

_____



**ACTIVITY : 14.1**

1. Observe the Public Relations activities carried out in an office of the Govt. hospital of your locality. Prepare a report on it.
2. Watch various programmes of Doordarshan or listen to the programmes of All India Radio and try to prepare a list of programmes, which are broadcast for the PR.

## 14.4 PR IN STATE GOVERNMENT

In the previous section we have discussed different wings under the Ministry of I & B, Govt. of India. Let us now discuss the activities of the PR units of State Govt. with special reference to Assam.

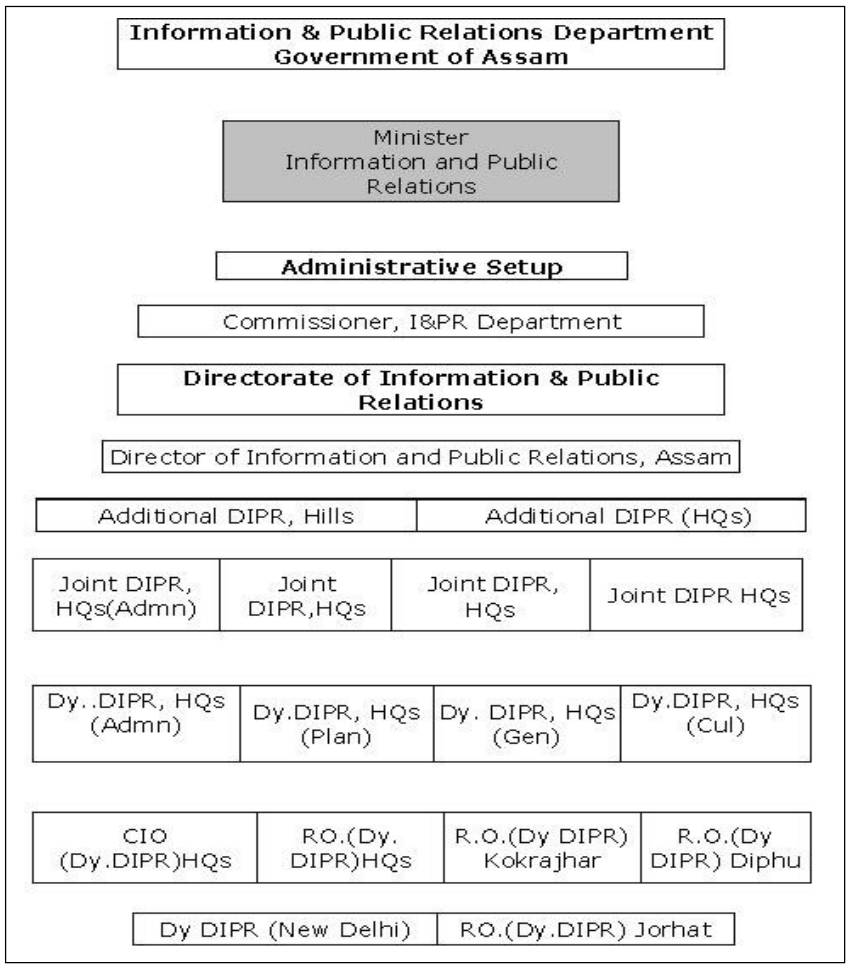
### 14.4.1 Information and Public Relations Department of the State Government :

Like all other Indian states and Central territories of India, Assam Govt. also disseminates various information related to the schemes, policies and programmes of the State Govt. and maintains a rapport with the publics. The Public Relations Department of Assam was established in June 1940 at Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The main objective behind the setting up of the department was to disseminate war propaganda in the wake of the Second World War and to bolster public morale in support of the Allied Power. The head of Publicity Department was also called Publicity Officer. He had two Asstt. Publicity Officers, one for Assam Valley and the other for Surama Valley. The first Publicity Officer of the department was an officer from Assam Civil Service - Yahia Khan Choudhury.

The department also brought out a fortnightly Journal, namely 'Bhavisyat Asom ' (The future Assam) in Assamese and Bengali.

The Journal was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition). The Directorate takes pride in having the distinguished services of many eminent writers of Assam like Medini Mohan Choudhury, Jyoti Prasad Saikia, Dhirendra Nath Chakravartty, Rama Bezbarua and prominent artists like Jugal Das, Nip Barua, Benu Mishra and Nipan Goswami in various capacities. In November 1997, the Government of Assam created a new department named "Information & Public Relations Department" by bifurcating the existing Home Department and the new I&PR Department was made the Administrative Department for Directorate of Information & Public Relations.

The following is the administrative structure of the Department of Information and Public Relations of Govt. of Assam.



## 14.4.2 FUNCTIONS OF DIPR

The Directorate of Information and Public Relations, which is also known as 'Janasanjog', has assigned specific works to various wings so that it can work like a well-oiled machinery. Let us discuss the various wings engaged in varied Public Relations activities in the state.

PRESS LIAISON SECTION : The main task of this section is to prepare, handle and disseminate official news backed by photographs, where necessary, to the media. Clarification etc. against faulty news and views published in the media are issued by the section which also has the responsibility of preparing speeches, messages etc. for VIPs on all the important occasions.

PRESS RESEARCH SECTION : What is reported in the print media concerning the State and the functioning of the Government is constantly monitored by this section. Clippings of news and views are regularly made and sent to concerned Ministries and officials with entry into a live register.

ARCHIVE : Almost like the Photo Division under the Union Ministry of I & B, this Department has to click pictures of almost all important official functions. These are distributed for publication among mass media and important events are preserved in a modest archive in the Photo section.

ADVERTISEMENT SECTION : The Government always has laid adequate stress on this powerful medium and DIPR is the sole agency to release all Government advertisements to the media. The State Government releases and pays for the advertisements released through the DIPR.

CULTURAL WING: The Cultural Wing organizes performances like songs, street plays, dances etc. which are used to disseminate messages of community involvement in the administration, development of society and larger issues like peace and national integration. DIPR has a full fledged troupe of artists for this and they

are based at the Srimanta Sankardeva Kalakshetra, Guwahati.

EXHIBITION WING: Display of important photographs, artifacts etc. done in an artistic way always attract people's interest. DIPR is very alive to this prospect and has a wing exclusively meant for the preparation and erection of field level exhibitions.

TECHNICAL SECTION: DIPR covers important official functions through Public Address System also. For this purpose adequate and trained staff and officers are there in this section. Moreover, this section also handles a huge network of Fixed Loudspeaker System (FLS) in almost all important towns of the state which acts as local broadcasters.

INFORMATION CENTRE: DIPR has a modest Information Center with sufficient books and reference materials at the Srimanta Sankardeva Kakalshetra, Guwahati under the supervision of a Senior Departmental Officer.

PUBLICATION SECTION : Important Government policy matters, views, proceedings, interpretations etc. along with topical matters concerning public welfare and important speeches of the dignitaries on various occasions are compiled and published by the DIPR through this section. Besides publishing periodicals, pamphlets, booklets etc. this section brings out a regular weekly newspaper titled "RAIJOR BATORI" (News of the People) with a circulation of 30,000 copies.

CM's P.R. CELL : DIPR has entrusted a few selected officers to exclusively look after the programmes of the Chief Minister of the State with a separate office in the (Janata Bhavan) capital complex. The CM's PR Cell feeds the media with news and features concerning the top functionary of the State and also acts as an ear to the public opinion for the Chief Minister.

REGIONAL OFFICE: DIPR has Set up 5 regional offices in various parts of the State and outside State, so as to streamline the departmental functioning. Inside the state, DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state at Kolkata and

New Delhi.

DISTRICT AND SUB-DIVISIONAL OFFICES: DIPR has a well organized network of departmental officers and staff spread across the State. These District and Sub-divisional Information and Public Relations Officers are entrusted to function as the ear and voice of the Government at the field level. These field officers also run a Fixed Loudspeaker System (FLS) at important places for broadcasting of official announcements for immediate public attention.



**CHECK YOUR PROGRESS**

**Q.7:** When was the PR department of Assam established and where?

_____

_____

**Q.8:** Who was the first Publicity Officer in Assam?

_____

_____

**Q.9:** Who are the editors of Bhavisyat Asom?

_____

_____



**ACTIVITY : 14.2**

1) Try to prepare a list of PR tools used by the Govt. of Assam.

2) Visit the office of the District Information or the Sub Divisional Information officer and collect information about the activities of the office.

## 14.5 PR IN PUBLIC SECTOR UNDERTAKINGS

A Public Sector Undertaking is a corporation in the public sector in India, where management and control of the company rests with the State or Central Government. Its performance is measured by its success in making profit for the organization. But PSUs in India have a negative image right from the start. Under-utilization of capacity, excess staffing, large gestation period, lack of professionalism are some of the negatives they are suffering from and the same has been pointed out by media. In short, the public sector in the eyes of the common man is synonymous with mismanagement and increasing losses year after year.

The following are some of the important Public Sector Undertakings of the Central Government:

- Bharat Sanchar Nigam Limited (BSNL)
- ONGC Ltd.
- Bharat Heavy Electricals Limited (BHEL)
- Indian Railways
- Indian Oil Corporation Limited
- National Thermal Power Corporation
- Bharat Electronics Limited
- Shipping Corporation of India

As in all other organizations, in Public Sector undertaking also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools. The PR activity in the PSUs has the function of projecting the other, lesser known, but positive, macro image of the public sector before the people that it:

- contributes to national economy
- is a profitable and productive core sector
- has social commitment

- contributes to the revival of sick units
- is self reliant in the sector of the economy

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working group of professionals.



**CHECK YOUR PROGRESS**

**Q.10:** What do you mean by Public Sector Undertaking?

_____

_____

**Q.11:** Name three popular PSU organizations of the country.

_____

_____



**ACTIVITY 14.3**

1) Have you seen any PSU organizations situated in your locality? If yes, visit the office and try to meet the officer, who is the in-charge of PR and prepare a report on it.
2) Visit a Railway station and observe the PR activities of the Indian Railways.



## 14.6 LET US SUM UP

The Ministry of Information & Broadcasting, through the Mass Communication media consisting of radio, television, films, the press, publications, advertising and traditional mode of dance and drama plays a

significant part in helping the people to have access to free flow of information. It also caters to the dissemination of knowledge and entertainment to all sections of society, striking a careful balance between public interest and commercial needs, in its delivery of services. The Ministry has more than 18 departments under three wings for the PR activities of the Central Govt.

The Public Relations Department of Assam was established in June 1940 in Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The Directorate of Information and Public Relations, which is also known as Janasanjog, has earmarked specific works to various wings so that it works like a well-oiled machinery. DIPR has set-up 5 Regional Offices with Senior Officer at the helm in various part of the State and outside the State, so as to streamline Departmental functioning. Within the state the DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state in Kolkata and New Delhi. The District and Sub-divisional Information and Public Relations Officers are entrusted to function as ear and voice of the Government at the field level.

As in all other organizations, in Public Sector undertakings also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools.

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working groups of professionals.



## 14.7 FURTHER READINGS

1. Banik, Dr. G.C (2006) *PR and Media Relations* : New Delhi : Jaico Publication.
2. Black, Sam (1995) *The Practice of Public Relations*. New York. Routled
3. Henslowe, Philip (2003). *Public Relations*. London: Kogan Page



## 14.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans. to Q.No. 1:** Prasar Bharati stands for the Broadcasting Corporation of India. It is an autonomous body consisting of All India Radio and Doordarshan.

**Ans. to Q.No. 2:** The following are the mandates of the Ministry of Information & Broadcasting, Govt. of India -

a) News Services through All India Radio (AIR) and Doordarshan (DD) for the people
b) Development of broadcasting and television.
c) Import and export of films.
d) Development and promotion of film industry.

**Ans. to Q.No. 3:** The following are the three wings of the Ministry of I & B -

a) Information Wing
b) Broadcasting Wing
c) Film Wing

**Ans. to Q.No. 4:** RNI stands for Registrar of Newspapers for India.

**Ans. to Q.No. 5:** The Employment News is published by the Publication Division under the Ministry of Information and Broadcasting, Government of India.

**Ans. to Q.No. 6:** Press Council of India (PCI) is headed by a Chairman, who is nominated by a Committee consisting of the Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from

amongst the Members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity while three of them are nominated, one each by the University Grants Commission, Bar Council of India and Sahitya Akademi and five Members are from the Members of Parliament, of whom two are nominated from Rajya Sabha and three are nominated from the Lok Sabha.

**Ans. to Q.No. 7:** The Public Relations Department of Assam was established in June 1940 at Shillong.

**Ans. to Q.No. 8:** The first Publicity Officer of the department was Yahia Khan Choudhury.

**Ans. to Q.No. 9:** The Bhavisyat Asom was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition).

**Ans. to Q.No. 10:** A Public Sector Undertaking is a corporation in the public sector in India, where the management and control of the company rests with the Government.

**Ans. to Q.No. 11:** Indian Railways b) Bharat Sanchar Nigam Limited (BSNL) c) Oil and Natural Gas Corporation Limited (ONGC).



## 14.8 POSSIBLE QUESTIONS

**A. Short Questions :**

**Q.1.** What is the main function of NFDC?

**Q.2.** How many categories of certificates are issued by the Central Board of Film Certification?

**B. Long Questions :**

**Q.1.** Do you think the Central Govt. is successful in disseminating information regarding all policies and programmes of the govt. to the general public? Justify your answer.

**Q.2.** Write a brief history of Public Relations in Assam.

**Q.3.** What do you mean by Public Sector Undertakings organization? What is the image of the PSUs? Why is PR important for these organizations?



# REFERENCES (For All Units of the Course)


(1) Aggarwal Vir Bala, Gupta, V.S (2001) Handbook of Journalism and Mass Communication. New Delhi : Concept Publising Company.

(2) Black, Sam (1995) The Practice of Public Relations. New York : Routledge

(3) Banik, Dr. G.C (2006) PR and Media Relations. New Delhi : Jaico Publishing House

(4) Bernays, Edward L. (2004). Public Relations. University of Oklahoma Press.

(5) Dutta, K.B (2005). Fundamentals of Public Relations. New Delhi : Akansha Publishing House

(6) Henslowe, Philip (2003). Public Relations. Lodon : Kogan Page

(7) Harrison, Shirley (2002) Public Relations : An introduction. UK : Thomson

(8) Sengupta, Sailesh (2009) Management of Public Relations and Communication. New Delhi : Vikas Publishing House