UNIT - 12 : TOOLS OF PUBLIC RELATIONS

UNIT STRUCTURE

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12.3 Tools of Public Relations

12.4 House Journals

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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 - 13, 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 important aspects of media relations.

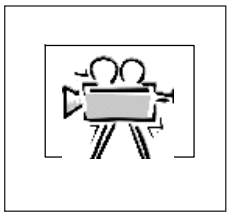
12.3 TOOLS OF PUBLIC RELATIONS

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 sometimes 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 appropriate tools 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.



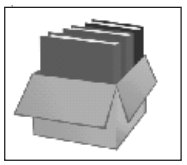
1. Publicity Media :
   a) Print media
   b) Radio and other audio media
   c) Television
   d) Film
   e) Video
   f) New media



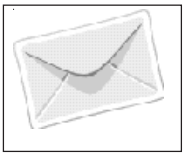
2. Oral Communication
   a) Meetings
   b) Speech
   c) Group Discussion



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) Boucher
   l) Leaflet
   m) Folder

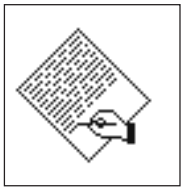


4. Advertising



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

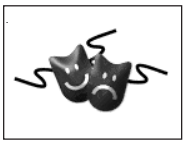
5. Media Relations



   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?

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Q. 2. Give the write answers for the following–

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

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

c) Public Relation 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 assume 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.*

Format

There are two kinds of formats which are in use -

i) the tabloid and

ii) the magazine.



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

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 either 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 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 in 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 they are a speedy and

economical process. 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?

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

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

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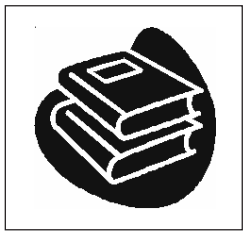
ACTIVITY 12.2

1. You may be a member of any club or any society or any other association. You might be a member of *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, information; they persuade people provide instruction, build goodwill for the organization. In short, house journals are published to influence employees, customers, salesmen and the public in general. Let us discuss the details 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 y 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.


Liverpool Malayalee Cultural Association (LMCA) cordially invites you to

Admission: FREE & Open to All

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?

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Q. 7. What is an album?

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Q. 8. Define the term ‘journal’.

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ACTIVITY 12.3

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

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 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 attitudes to 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, Rillars, 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 likes News Live Extravaganza.

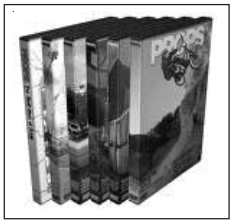


In fact open houses and special events serve a wide range of audience from employees, community members, press, to elected representatives of parliament and legislative assemblies and they build a rapport with them.



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 the 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.

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Q. 10. What is a bulletin board?

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

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

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

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

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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 relations 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 c 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. Balan K.R. (1984) Applied Public Relations and Communication New Delhi: Sultan Chand & Sons.
2. Harrison, Shirley (2000) Public Relations - An Introduction U.K. : Thomson



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 of 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 : In order to build rapport with the community, are 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 kept in mind –

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 MODEL QUESTIONS

A. Very Short Questions:

Q.1. What is the main function of an internal house journal?

Q.2. What do you mean by a video magazine?

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

Q. 1. Write short notes on -

a) Video magazine

b) Pictorial album

c) Bulletin board

Q. 2. “Oral communication is a type of interpersonal communication” – Explain.

C. Long Questions (Answer each question in about 300-500 words):

Q. 1. What do you mean by the tools of Public Relations? Discuss the various tools with some examples.

Q. 2. How would you publish a house journal for your organization?

Q. 3. Enumerate the various publications of a PR department. How calendars and diaries can make a rapport with the publics of an organization?