

PUBLIC RELATIONS

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Unit -1

1. Definition of Public Relations - Its need, nature and scope

Definition

- i) A two way communication process between an organization and its public
- ii) Communication with a view to changing the mindsets of the public in a
Certain direction

PURPOSE

The fundamental purpose of public relation is to establish a two way flow of mutual understanding based on truth, knowledge and full information. Public relation involves the deliberate, planned and sustained efforts to establish and maintain mutual understanding between and organisation and its public. Public relation is everything from an attitude of mine down to minute detail in a successful implementation of a programme.

OBJECTIVES

- To carry out a range of communication tasks involving the analysis, contextualisation and synthesis of written material dealing with actual communication problems, using the basic principles and ideas
- To utilise public relations principles and techniques in a practical way that will help solve particular communication problems.
- To assist in practical application of the basic concepts and principles, through creative use of ordinary channels and media of communication
- To construct a base for the more advanced study of the discipline.
- Need of public relation
- Public relation help our complex , pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institution, it serves to bring private and public polices in to harmony .
- Public relation serve a wide Varsity of institution in society, such as business, trade unions, govt agencies, voluntary association, foundation, hospitals and educational and religious institutions
- Continued
- To achieve their goals, these institutions must develop, effective relationship with many different communities, shareholders holders, other institution and with society at large .
- The management of institutions need to understand the attitude and values of their public in order to achieve institutions goals. The goal themselves are shaped by the external environment.
- The public relations practitioner acts as a counsellor to management as a mediator, helping to translate private aims in to reasonable publicity acceptable policies and actions.

▪ Nature of public relation

- Public relation deals with the activities connected with improving and assessing the relationship of an organisation or an individual with the public.
- Public relation in today business represent an organised activity with due recognition of the ultimate authority of the public opinion.
- Public relation department are the establishment of and maintenance of goodwill the more an organisation does to merit this goodwill the easier the task of public relation officer will be.

Scope of public relation

All most every form of printed and spoken word and of photography is used in public relation work following are routine public relation responsibilities issuing news releases to newspaper, radio station, trade journals and magazines

The public relation department may prepare a magazine a distribution to listed customers some corporation issue special magazines for their stockholders. Public relation directors of trade organizations to tell them the history of organization or industry.

Some organization employee not only a public relation director with a staff under his supervision but also a public relation consultant to provide a outside point of view on question of policy

Most public relation works a combination of logical and psychological methods distortion defeat their purpose but often it is possible to switch from an unpopular concept, express in standardized term, to a popular or at least an acceptable one, without doing violence to truth.

Much specialization has developed in public relation work in areas such as banking, agriculture, education etc. Also many public relation workers specialize in the use of specific media such as audio visual materials or stockholders reports

Types of Publics

Customers
Investors/shareholders
Local authorities
Local communities
Opinion makers
Suppliers/Trade associations
Employees/Trade unions
Media
Special interest groups etc.



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FUNCTIONS OF PR

- Good public relations conducive to larger profits
- A sound public-relations program accelerates sales
- A sound program protects product-reputation
- Material designed to create pride on the part of employees and stockholders, and confidence that the company keeps alert to the future through research and improvement in facilities.
- Articles about industries which are the company's biggest customers.
- Articles about the company's executives, designed to disclose the fact that its men are human and friendly. The natural assumption is that the company must be human and friendly, too.
- Articles about how the various company subsidiaries serve their communities.
- Articles, written by outside authorities, about the company's products and uses.
- Good-natured humor about foibles in the oil industry.
- "Popular" explanations of the economics of the company's operations.

How PR is different from advertising, and publicity and propaganda

Publicity

- Generation of news about a person, product, or service that appears in broadcast or print media
- Short term strategy
- The Power of Publicity
- The Control and Dissemination of Publicity (press releases, or “leaks” may be used to make sure that the information gets out.)

Advantages and Disadvantages of Publicity

- credibility
- news value
- high word-of-mouth communications
- perceived endorsement by the media
- Disadvantages
- timeliness and (2) accuracy



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Advertising

Advertising is the no personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media

Types of advertising.

1. Image advertising

- General image or positioning ad
- Sponsorships
- Recruiting
- Generating financial support

2. Advocacy advertising-

- Addresses social
- , business or environmental issues.

3. Cause-related advertising

- excellent vehicle for positioning the firm
- way of reaching select target market
- Takes advantage of the efforts of public relations.
- Disadvantages
- Ethically wrong.
- Questionable effectiveness.

Propaganda

Is a form of communication aimed towards influencing the attitude of the community toward some cause or position by presenting only one side of an argument? Propaganda statements may be partly false and partly true. Propaganda is usually repeated and dispersed over a wide variety of media in order to create the chosen result in audience attitudes. As opposed to impartially providing information, propaganda, in its most basic sense, presents information primarily to influence an audience. Propaganda often presents facts selectively to encourage a particular synthesis, or uses loaded messages to produce an emotional rather than rational response to the information presented. The desired result is a change of the attitude toward the subject in the target audience to further a political, religious or commercial agenda.



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Corporate Communication, Difference between Corporate communication & PR

Corporate Communications help organizations explain their mission; combine its many visions and values into a cohesive message to stakeholders.

Corporate communication obligations towards various key publics

Customers

“customer is always right” goes the age old adage. Organizations are laying more and more importance to connect with the customers. The function is referred as “relationship marketing”

Investors/shareholders

they make the organizations tick. They can be extremely volatile in case of crisis. Even the smallest investor has a voice. A continuous communication with this community is of utmost importance.

Local authorities

Organizations have to keep the local authorities informed on the progress of works, policies and programs.

Opinion makers can be found in various kinds of communities, groups and social and political set ups. They perform important functions of gate keeping for an organization.

Suppliers/Trade associations

Suppliers form the backbone for organizations that are in product line. A continuous flow of information, motivation and incentives keeps the relationship going especially in the context of tough competition.

Difference between Corporate communication & PR

Public relation

A two way communication process between an organization and its public. Communication with a view to changing the mindsets of the public in a certain direction. Public relation involves the deliberate, planned and sustained efforts to establish and maintain mutual understanding between an organization and its public. Public relation is everything from an attitude of mine down to minute detail in a successful implementation of a programme.

Corporate communication

is the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point-of-view among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its



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audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethic. Corporate Communications help organizations explain their mission; combine its many visions and values into a cohesive message to stakeholders.

The responsibilities of corporate communication are:

- to flesh out the profile of the "company behind the brand" (corporate branding)
- to minimize discrepancies between the company's desired identity and brand features
- to delegate tasks in communication
- to formulate and execute effective procedures to make decisions on communication matters
- to mobilize internal and external support for corporate objectives
- to coordinate with international business firms

Ethics of PR - IPRA code - professionalism, PRSI

PRSA Code of Ethics

The practice of public relations can present unique and challenging ethical issues. At the same time, protecting integrity and the public trust are fundamental to the profession's role and reputation. Bottom line, successful public relations hinges on the ethics of its practitioners.

To help members navigate ethics principles and applications, the Society created, and continues to maintain, the PRSA Code of Ethics. Under the Code, widely regarded as the industry standard, members pledge to core values, principles and practice guidelines that define their professionalism and advance their success.

Principles

The Code, created and maintained by the PRSA Board of Ethics and Professional Standards (BEPS), sets out principles and guidelines built on core values. Fundamental values like advocacy, honesty, loyalty, professional development and objectivity structure ethical practice and interaction with clients and the public.

Translating values into principles of ethical practice, the Code advises professionals to:

- Protect and advance the free flow of accurate and truthful information.
- Foster informed decision making through open communication.
- Protect confidential and private information.
- Promote healthy and fair competition among professionals.
- Avoid conflicts of interest.



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- Work to strengthen the public's trust in the profession.

Code guidelines, like tactics supporting strategies, zero in on putting value and principles into play for working professionals facing everyday tasks and challenges. Among them, professionals should:

- Be honest and accurate in all communications.
- Reveal sponsors for represented causes and interests.
- Act in the best interest of clients or employers.
- Disclose financial interests in a client's organization.
- Safeguard the confidences and privacy rights of clients and employees.
- Follow ethical hiring practices to respect free and open competition.
- Avoid conflicts between personal and professional interests.
- Decline representation of clients requiring actions contrary to the Code.
- Accurately define what public relations activities can accomplish.
- Report all ethical violations to the appropriate authority.

Unit-II [Tools & Techniques]

Tools and techniques of Corporate Communication

Corporate communication tools help to build a positive reputation for business with stakeholders, including employees, customers, retailers, suppliers, shareholders, government and regulatory agencies, the local community and the media. Corporate communication program must be based on an understanding of the attitudes of stakeholders and a strategy to improve awareness and build positive relationship.

Tools of Corporate Communication

Press Information

Distributing information to the press helps to maintain awareness among many different stakeholders. Press releases to local newspapers enable to communicate with employees, members of the local community and local customers and suppliers. Releasing news to the financial and business press helps to keep investors, financial analysts and major customers aware of important developments in company. Include information on executive appointments, investment programs, new product releases or major customer wins to demonstrate progress.

Corporate Advertising

Corporate advertising plays an important part in the sales process. Company reputation is an important selection factor for prospects evaluating suppliers for a major purchase or contract. Use corporate advertising to communicate messages about your company's achievements, market success, innovation record and financial stability.

Financial Reporting

Financial reporting tools, such as the annual report to shareholders, annual general meeting, investor briefings and investor relations pages on website, are an important method of building stakeholders' confidence in the company. The annual report should include details of company's achievements over the financial year in addition to statutory financial information.

Social Media

Communication through social media sites is an important tool for building and protecting corporate reputation. Monitoring sites such as Twitter, Face book or LinkedIn, for items that mention the company or products helps to build a picture of current attitudes among customers



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and other stakeholders. Use social media sites to post important information about the company to keep followers up to date with the latest developments.

Internal Communications

Internal communication tools help to improve employee motivation and reduce employee turnover. By keeping to employees informed and encouraging dialog between managers and employees, can make employees feel that they have an important role to play in the company. Publishing employee newsletters or posting news on a company intranet keeps employees up to date with developments that affect their work. Briefing meetings led by senior executives are essential for major announcements, such as company restructuring, changes in working practices or an important new product release.

Media relations - press conference and press tours

Media Relation:-

An understanding and supportive environment is build between an organization and media for satisfaction of their mutual concerns and interests. Likely to get more positive Media.

Press conference:-

A news conference or press conference is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. A joint press conference instead is held between two or more talking sides.

Press tours:-

Press tours are trips paid for by the sponsor with all expenses covered including air transportation, lodging and meals. In exchange, the writer agrees to become part of the press tour group, stay on schedule with the group, either have an assignment in advance or work toward getting a published story about the destination. Any published works that are the result of the press tour should then be reported back to the sponsor

News release - seven point formula

A press release which is different from the other forms of printed communication that you have so far studied. A press release is the most important form of written communication used by public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.



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A seven-point news release

- Subject - what is the story about?
- Organization - what is the name of the organization?
- Location - where is the organization located?
- Advantages - what is new, special or beneficial about it?
- Applications – how can the product or service be used?
- Details - what are the sizes, colors, prices or other details?
- Source - this is different from location. Location might be where the work is done.

Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Exhibition is another PR tool to enhance public relations activity

- The exhibits or items displayed leave a lasting impression on the minds of the people
 - It involves participation of people on a large scale
 - Products can be exhibited and demonstrated in a relaxed atmosphere
 - Exhibitions provide scope for generating business
-
- Oral communication (speeches and interviews)
 - Printed and Graphic communication (fliers, brochures, newsletters, press release)
 - Print media (newspaper and magazine advertising)
 - Outdoor media (electronic displays, hoardings, posters)
 - Broadcast media (Radio, Television and Internet)
 - Other media (websites, endorsements, exhibitions).

Unit – III [Role of PR] Role of PR in developing countries

Public relations in developing countries

Towards the end of the twentieth century, the world was less clearly divided into the first world (North America, Western Europe, Japan and Australasia), the second world (communist states including the Soviet Union, China and North Korea) and the third world (underdeveloped or developing countries in Africa, Asia Pacific, and the Indian subcontinent).

With the collapse of the Soviet Union in 1990 came the collapse of the Berlin wall, partitioning East and West Germany, the end of Soviet hegemony in the Balkans and the resultant war, and the Soviet Union's military withdrawal from Afghanistan. There have been many other effects throughout the world based on these after-effects. In Russia, sources of media have increased considerably since the policies of 'perestroika' and 'glasnost', first developed by President Gorbachev, brought down the Soviet Union and its communist ideology. Nevertheless, PR professionals in Western companies like Coca-Cola spend much of their time communicating with intrusive bureaucratic governments and their employees rather than journalists and consumers.

In China, too, the number of advertising agencies has drastically increased from virtual non-existence in the early 1980s to many tens of Thousands by the mid-1990s. Media structures within countries are affected by the nature of the political system. The independent mass media flourishes under democratic systems but has tended to stagnate and die under communist or theocratic rule. Mass media systems are subject to the nature and structure of regulation, based as they are on political objectives. There are differing degrees of restrictions on media and paid advertising in different countries. The nature of what the press is allowed to report is also subject to national cultures (and authoritarian regimes!).

A good example of the difficulties of adapting PR techniques to different cultures is probably best exemplified in China. Networking in America, whilst often derided by those most adept at it, is nevertheless a relatively open process. In China, the equivalent, Guanxi, is very different. Whereas networking in the US tends to be public, in China it is more private and secretive. Discussions will take place in closed environments rather than in open ones. Whilst a Chinese person may claim that they have Guanxi (namely, good interpersonal contacts), it is not usually possible to verify this except through trial and error. Whilst US PR mainly uses mass media, Guanxi, by definition, operates as an interpersonal medium. Finally, whilst Guanxi operates through the development of friendly relationships and ties (perhaps what we might call cronyism in the UK), in the US, negotiations are usually more principle-centered. So, we can see a very different culture in operation. Clearly, this style of communication can drastically affect how PR techniques are conducted. Organizing an event would require a very different process in Shanghai as compared to New York or London.

Western companies developing sponsorship programmes in China have tended to target sport, music and arts events because of huge growth in these sectors. Music, particularly, allows young



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Chinese people freedom to express themselves and so is often linked with fashion, products and lifestyle marketing approaches.

There are three ways of looking at public relations media in developing Countries. First, there is the dearth of Western-style mass media; secondly, there are the limitations of the existing mass media; and thirdly, there are the problems, special needs and special techniques of communicating with illiterate people and those, often remotely located, of different ethnic groups, languages, dialects, religions and lifestyles. These are problems that confront the PRO working in a developing country, or the PRO of an organization that exports to, or operates in, these countries. Nevertheless, PR professionals do operate in these countries and lifestyles are changing as fast as these countries' economies can develop.

Dearth of Western-style mass media

The number and circulation of newspapers, the number of television sets and computers, and number of Internet-connected computers, the number and kind of television viewers, the nature of mobile telephony, and the number of radios and listeners will depend on the following factors:

1. **The degree of literacy.** This depends on the primary education system on the one hand and adult literacy education on the other.
2. **The sophistication of the economy.** This will influence the size of the market, the justification for advertising and the ability for media to be commercially viable. There are several ways of looking at this. A country may depend on a particular crop or mineral, e.g. sugar, cocoa, copper or rubber. If there is a slump in the world market for that product, the country's economy will suffer. A net exporter may become a net importer so that restrictions will be placed on imports. In some countries, a large number of people may be outside the cash economy (e.g. China) because they are subsistence workers who sell little or no surplus produce.
3. **The popularity of television.** Community viewing in developing countries has popularized television, but programmes are often shown in the evening, and since it is usually not the custom for women to go out at night, audiences are limited to men. Young people are also likely to be excluded. In the Taliban-controlled Afghanistan of the late 1990s/early 2000s, cinemas were closed down and music was banned.
4. **The quality of broadcast material.** Programme material is usually of poor quality. Videotape is expensive, studios have limited options.

Role of PR in Educational and Research Institutions

Institutional promotional program designed to build corporate acceptance among key publics, institutional advertising, public relations literature and special events.

CORPORATE DONATION:

Develop policy for company contribution process, donation requests; administer company foundation, conduct of employee, and solicitation for approval drives.



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EMPLOYEE PUBLICATIONS:

Prepare and publish employee magazines, newspaper, bulletins, management communications, etc.

GUEST RELATION:

Plan tours, seminars, outings, and exhibitions all aimed at guest reception activities.

WHAT A PUBLIC RELATIONS PROFESSIONAL SHOULD KNOW?

A good public relation professional should know the following points:

1. It is hard to listen, easy to talk.
2. Hard to agree, easy to find faults.
3. Hard to forgive, easy to nurse a grudge.
4. Hard to see the whole picture, easy to highlight a small section of it.
5. Hard to appreciate the detail, easy to generalize.
6. Hard to co-operate with others in an attack of a common problem, easy to attack the others and thus make the problem worse.
7. Hard to steadfast, easy to be stubborn.
8. Hard to speak up, when keeping quiet is difficult but right.

Role of PR in Rural Sector

RURAL PR

The Indian rural market with its vast size and demand base offers great opportunities to Companies. Two-thirds of Indian consumers live in rural areas and almost half of the national income is generated here. It is only natural that rural markets form an important part of the total market of India. According to the National Council of Applied Economic Research (NCAER), with about 74 per cent of its population living in its villages, India has perhaps the largest potential rural market in the world. It has as many as 47,000 haats (congregation markets), compared to 35,000 supermarkets in the US. Plus, of the total FMCGs demand in India, nearly 53 per cent comes from the rural market. For consumer durables, the figure is 59 per cent. In 2001-02, the rural market accounted for 55 per cent of Life Insurance Corporation of India's (LIC) total policy sales. Of Bharat Sanchar Nigam Ltd's (BSNL) two million mobile connections, as many as one million subscribers are in small towns and villages. It is much the same story for wristwatches, dry cells, cassette recorders and so on. Like any market that has



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seen a demand and awareness boom, rural India has been witnessing considerable rise in purchasing power and brand Hindustan Lever Ltd., India's most admired FMCG company (A & M's Most Admired Marketing Companies survey) and a company whose products have among the deepest penetration in rural India, saw sales of about Rs 9,954 crore in year 2000, in the rural market

Physical Distribution & Channel Management

The problems of physical distribution and channel management adversely affect the service as well as the cost aspect. The existent market structure consists of primary rural market and retail sales outlet. The structure involves stock points in feeder towns to service these retail outlets at the village levels. But it becomes difficult maintaining the required service level in the delivery of the product at retail level

The companies with relatively fewer resources can go in for syndicated distribution where a tie-up between non-competitive marketers can be established to facilitate distribution.

Promotion & Marketing Communication

In the area of communication, companies have perhaps failed to recognize that a rural consumer may be buying a particular brand or even the product category itself (particularly durables) for the first time. With hardly any key influencer within the village and few sources of information (since print and electronic media have limited reach), the rural consumer feels inhibited and ill equipped to buy confidently. To communicate effectively with rural audiences, it is important to understand the aspirations, fears and hopes of rural customers, in relation to each product category, before developing a communication package to deliver the product message. Hence, there is a strong need to build reassurance and trust about product quality, service support and company credentials in the minds of rural consumers. This is best done through the face-to-face 'below the line' touch, feel and talk mode at haats meals and mandis. Language and regional behavior variations should be considered while developing rural communications strategy. Advertising and Public Relation agencies should entrust development of rural communications packages to professionals hailing from small towns, as they would have a better connect with rural mindset. Although the reach of television in rural India is high, with the licensing of FM channels to cover all district headquarters, the power of radio to deliver a localized message in a local language will soon be available to advertisers as a cost-effective way to reach rural masses. Rural India has a very high ownership of transistor radios and as these run on batteries, radio can once again be expected to become a popular medium for reaching rural masses. As a general rule, rural marketing involves more intensive personal selling efforts compared to urban marketing. Companies need to understand the psyche of the rural consumers and then act accordingly. To effectively tap the rural market, a brand must associate itself with the same things the rural community does. This can be achieved by utilizing the various media in rural areas to reach out to their readers in their own language and in large numbers, so that the brand can be associated with the myriad rituals, celebrations, festivals, meals and other activities where they assemble.

Role of PR in Political and Election Campaigns

PR in election campaigns

The following are the important functional areas for PR counseling in any typical election campaign for political candidates:

- 1) The appraisal of the candidate is the first step in public relations dealing with a political campaign for the political candidate. His/her financial background, assets, history, party, family, structure and social power – all should be carefully studied. In case of a woman candidate, the PR programmes are quite different. The appraisal gives the scope to determine the methods for the campaign.
- 2) The appraisal also should indicate the candidate's exposure to the voters. The strength of the candidate is to be decided by analysis of his/her trustworthiness, compatibility, ability, experience, administrative capability, energy, good judgment and other virtues. In the election field, there is a close contact between the candidate and the election authority like the Indian Election commission, which is the highest authority in the matters of conduction of election. It is essential for PR personnel to work closely with rules and regulations formulated by the Commission, potential changes and their implication. It is important that PR counselors check and re-check what is being going on in different constituencies. There are also penalties for violation of rules and regulations.
- 3) To note contribution limits, independent expenditure, campaign limits should not exceed the limit.
- 4) Buying time, booking space, layout advertisement, how and when repetition, language and so on and so forth demand creative judgment of the PR counsel. This decision is left up to the PR counsel only but not outsiders.
- 5) The theme what is to be said, timings and competitive strategy are to be strongly stressed. Otherwise, the most important campaign element will be lost and a major loss of voters for election. The theme is very important.
- 6) In any election campaign for political candidates, money raising and fund management is an important function. The PR counselors should know that people do not liberally throw away their money; they want to go with the winners. The PR's success is depending on his/her ability on convincing voters that the candidate has a fair chance of winning.
- 7) One of the functions of the PR counsel is the identification of voters, the area of jurisdiction, their composition, demographic features, perceptions, expectations etc.



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- 8) The different contesting candidates may employ different techniques to ask votes which may vary from place to place. It depends upon the number of contesting candidates, their political, economic and social background, local popularity as well as their political history.
- 9) The competition between the candidates is very sensitive, emotional and based on prestige issues. By close of the election campaign the voice of the client must be enough to be heard by every voter, worker, sympathizer etc.
- 10) The trinity of efforts like that the candidates be seen, heard and listened by all the voters should effectively be organized.
- 11) There are several ways of reaching voters by way of speeches, rallies, door to door campaign, street gatherings and assembly of workers.
- 12) In addition, the PR personnel can reinforce these efforts by personal letters, handouts, advertisements, radio, television etc. to persuade voters.
- 13) The messages and efforts should be tailored exclusively to meet local needs, which are flexible and uniform to reach groups of voters.
- 14) The whole campaign for a political party should be directed to voters to ask for their votes and reach every voter.
- 15) The campaign should be started well in advance, at least one month in advance.
- 16) The strategy to attract voter's attention, convincing them and securing votes is ultimate crucial function of the PR counselors in campaigns for political candidates

PR for individuals

Reputation is a factor of performance and perception, and they must be balanced. A cleverly thought and effectively executed PR exercise can greatly raise the stakes in favor of the person perceived to be good much of the time, organizational reputation is based on the perception of its chief executive. Building a reputation can take time, but what steps can you take to start that construction? Create a list of principles. It's important that the public relations personnel work hard to convince the people running the other important. The importance of positioning an Individual, from all walks of life, is regarded today of utmost importance and vital to the overall success of a business entity, an ideal, a political agenda or even an event. PR exercise to gain maximum mileage and garner support through media.

Public Relations in defence

The Directorate of Public Relations (DPR) acts as the 'Gatekeeper' of information. It is the only authorised channel of communication for disseminating information about the programmes,



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policies and activities of the Ministry of Defence and all establishments of the Ministry of Defence including the armed forces. It has gained much importance during the last few years DPR came into existence in June, 1940 as a result of ongoing World War II at that time. Brigadier Ivory Stuart Jehu was the first Director of Public Relations Department (PRD) in India. At that time PRD acted as a bridge head between the Public and Armed forces through the media. After country's independence, the PRD returned to Ministry of Defence. Examples of how DPR acted in J&K infiltration, during Assam crisis, and during Kargil war DPR prepares and operates contingency plans for publicity during operations and emergencies. It also provides feedback on the reaction in the media to the programmes, policies, and activities of the ministry and armed forces. And analyse the various angles of the stories. DPR acts as media advisor to the ministry of Defence including the armed forces.

Unit-IV [PR Campaign]

Finding a problem, PR campaign - programme planning, evaluation

There are four stages in public relations program. The first stage is fact-finding, the second is organized planning, the third one is effective communication & the final is objective evaluation. Each of these four steps is important to the successful implementation of a Public Relation Campaign. Let us discuss these steps one by one.

1) FACT FINDING:

It is an informal research to find out the problems of an organization. Any public relation campaign has to begin with the appraisal of the problems of an organization and also the attitude of the public. Here is an example:

For years everything was well with food products manufacturing company. But at one stage, to their great surprise, it was discovered that their products were losing the market. A market survey was conducted. There was no intense competition from other products. An internal survey was subsequently carried out. It was then noted that there were lots of dark patches in the organization and it was company's staff, which was responsible for the falling sales. That fact finding revealed that one of the fields where the staff miserably failed was in letter writing. A committee of experts was set up to screen every letter written by the company to their clients over a specific period.

It was then discovered that over 80 percent of the letters that were sent out to people should not have been written at all in the first instance because they lacked the communicative touch and went off without influencing the people towards their products. So, the fact-finding survey pointed out this vital defect.

To remedy the situation, steps were taken to improve public relation letter writing by the staff and in a relatively short-time business picked up.

Fact-finding can be used for different purposes. It is the foundation to public relation planning & identifying discrepancies. There are several methods of fact finding such as personal contacts, mail analysis, opinion surveys, media reports, etc. Meeting with the executives and officers at the organization can also be a part of fact-finding programs.

2) PLANNING PROGRAMS:

This is the second stage of laying plan and programs for satisfactory solution of the problems. Before submitting a plan for the approval it should be examined with the following checklist.



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CHECK LIST:

- What is the problem?
- How is the problem going to be solved through a public relation campaign?
- Is the cause worthwhile?
- What is the object of the proposed public relation campaign?
- What are the costs involved in the campaign?
- Who will execute the campaign?
- What media will be used?
- Will it be continuous in the application?
- Is it going to be beneficial both to the organization and the public?

Having satisfied with the checklist the P.R.O. can submit a comprehensive public relation project for the approval of the management. For this a presentation, meeting should be held with top management when the plan is not only discussed but also finally approved.

3) COMMUNICATIONS:

This is a third step in which the public relation program approved by management is put to action through various media of communication, so as to convey the message to the target audience.

The ultimate aim of a public relation campaign is to make the people adopt an idea or a product. In adopting such ideas, there are again four steps.

1) Awareness

2) Interest

3) Acceptance:

4) Trial:

The media used for communication for each stage must be suitable. For creating the necessary awareness, media will be press, radio, television, news print, local advertising, etc. Till the interest stage, the advertisement must be repeated by the same Medias because as the saying goes, "Once forgotten, twice remembered and third implemented." For acceptance & trial stages personal approaches or group discussion is a good and great media

4) EVALUATION:

Public relation is a long and a continuous process. Unless public relation activities are evaluated, it may be difficult for the management to assess the effect of public relations on the public. Its impacts can't be judged by the number of press releases dispatched or by the number of exhibition of public relation works. It is to be determined by the degree of impact a given

message has produced on the public concern and the extent of its reaction to it. For example, if the hybrid paddy has been adopted by the farmers, the public relations campaign would have achieved its desired objects. A system of review of public relations activities is therefore indispensable.

Quantitatively, public relations cannot be measured but effectiveness can be measured by watching reaction of the people. It is also a three-stage program.

AUDIENCE COVERAGE: It shows size and type of target audience reached or covered.

AUDIENCE RESEARCH: If the message has reached the target audience, what was their reaction? Did it arouse a new interest? Did they understand? Usually every medial has an association, which conducts surveys on the impact of its program. The exact opinion of the audience can be taken by this process.

COMMUNICATION IMPACT: The impact of the message passed on to the audience can be found out by the communication or by direct meeting with the people. The study team employs various tools to evaluate the impact of the planned publicity, which includes inviting written memoranda from the public, sample surveys through mail questionnaire, information from different publicity media units concerned, discussions with centre & state ministers and the officials concerned, legislators, presidents and members of Zillah Parish ads, Panchayat and village panchayats and villagers, representatives of public. Other tools include reader interest surveys of newspapers and magazines, readability tests, radio and television audience research, press clipping services, etc

Research in PR

Communication

Having taken the management approval and after making necessary modifications, the stage is now set for message package production.

This will be followed by setting up the channels through which the selected messages will reach the members.

The experts must ensure that the communication thus design achieve the following.

- It must be seen.
- It must be believed.
- It must be remember
- It must be acted upon.
- Determine what people think about the issue
- Second, establish what the problem really is. Problem identification and research will answer this.
- Third, establish the desired image you wish to achieve.

- Finally, choose the most suitable communication mode and media, to say what you want to bring about the desired change in the outlook of the target audience.

Monitoring and evaluation

Evaluation helps in quantifying the public relation process.

In other words, exercise will reflect whether the objectives of the campaign were achieved.

The evaluation should ideally aim at

- Reach: To evaluate what percentage of employees received the publication on a timely basis.
- Exposure & Recall: How well did the employees recall important issues covered in the publication?
- Credibility: In case of some specific issues, were the views of the both the management and the employees taken? Did the employees consider the journal trustworthy?
- Understanding: Did the reader understand the company's position on important critical issues which may concern the employees themselves?
- Readability: Were the employees able to comprehend the contents without difficulty?

The evaluation can be conducted through a questionnaire, interview and electronic mail.

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