

Ch.4.PUBLIC RELATIONS



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Who are publics?

- People or Group of people who have interest in the Organisation or Companies. People who are related with the company or organisations indirectly or directly are the publics of the company.
- Eg. For a College publics can be Students, Staff, Principal, Management, Non Teaching Staff, Parents ,Ex Students, University ,State Government and University Grants Commission.

Who are Publics of a Company?

Internal publics

- Promoters, Board of Directors ,Employees ,Managers and all the family members of the staff

External publics

- Customers,Clients,Shareholders ,Stakeholders,Media,Investors,Government,Retailors,Competitors,etc.

Meaning and Definitions of Public Relations

- Public Relations is the practice of creating, promoting or maintaining goodwill and a favorable image among the public towards an institution or public body.
- Definitions:
 1. “The deliberate ,planned and sustained efforts to establish and maintain mutual understanding between an organisation and its public.”
 2. The Public Relation Society of America PRSA defined PR as ‘ Public Relations is a strategic communication process that builds mutually beneficial relationships between organisations and their publics’

Objectives of P.R

1. Creating public awareness about the organisation and its services in the minds of the public
2. IMAGE BUILDING - Create good public image for the organisation
3. Develop Marketing Strategy for Brand Management
4. To gain support from financiers and create credit ranking
5. Crisis Management during the problems or Crisis faced by the companies

More about PR

- PR is not advertisement but it is Persuasion [Convincing people].
- PR officials try to promote products or services through traditional and Social Media or social engagements such as Press Meet, Functions or through a Speech.
- A good PR practitioner will analyse the organisation and find the positive message and translate these message into positive stories.

Functions of Public Relations Department

- To generate positive publicity for their clients.
- To inform public about activities of Government Agencies ,explain policy or manage political campaigns.
- Manage Consumer Relations
- To write and distribute Press Release
- To conduct Market Research on the firm or firms messaging
- Create and implement special events for the public outreach and develop media relations for the same.

Functions of P.R.

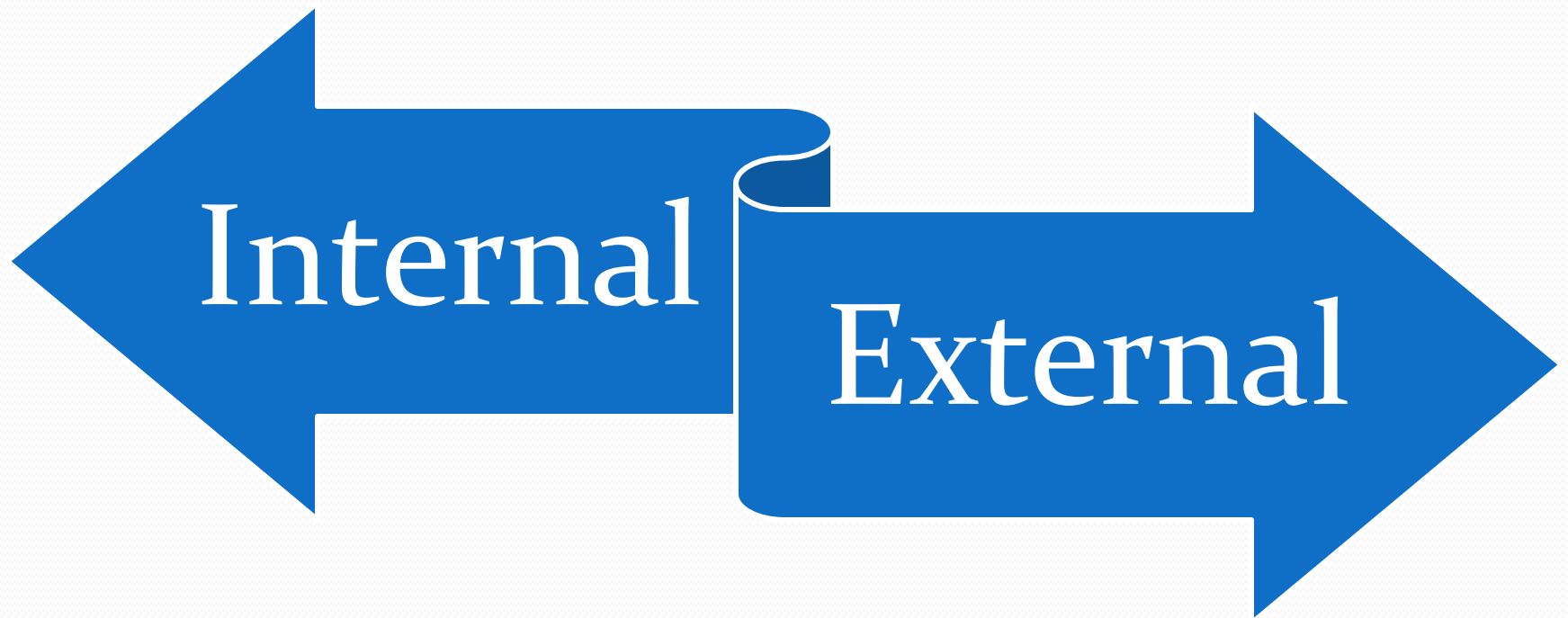
- Sponsoring Events such as Matches or Tournaments
- Writing and Blogging for Internet
- Crisis Management: Managing Crisis on time in effective manner
- Managing Relations with media by using Traditional Media such as T.V., Radio ,Print Media such as Newspapers or Social Media such as Twitter,Facebook and Websites of the Companies

Exhibitions

Media Meet



Types of P.R. Activities



Measures[Activities] of INTERNAL P.R [Activities within the organisations]

1. Suggestion Schemes for the staff
2. Open –Door policy for the staff
3. Advice and Counseling for the needy staff
4. Publication of Bulletins, House Organs, Newsletters ,Journals etc. [News of the companies are published in the publications]
5. Product and Photographic Exhibitions[Publicity is given to the products of company]
6. On-the-job training for the new staff
7. Visit to sister Institutions
8. Social Get-togethers and celebration of the festivals and days

Measures[Activities] of EXTERNAL P.R.[With the External Public]

1. Image Building: Organizing Open Houses, Exhibitions and Trade Fairs, Organising Conferences, Seminars Visits etc. Conducting Questionnaires and Opinion Polls.
2. Image Building of the company is the major work is the P. R. Department. Maintaining good image of the company.
3. Use of Mass Media [Press Release and Press Conference]
4. Press Handouts : PR Dept. people organise Press Meetings and design Press Release
5. Creating awareness about Company's policies, products and services
6. Crisis Management: During problems and emergency proper action plan is required
7. Corporate Social Responsibility: Sponsoring various sports, cultural events

Media Interaction

- Through Media Interaction the following activities are arranged
- Press kits which includes House Journals of the company. These journals give information about the company events, achievements and photographs of the staff members. These are called Newsletters also.
- Media Tour : Conducting Press Conferences and Press Release
- Website Design
- Organising various events through Charity [CSR]
- Using Social Media effectively
- Sponsoring various social events such as Marathon, Blood Donation Camp

Press Release

- Written document which contains the news about the company's major activity or achievements or any crisis situation which needs to be given publicity is handed over to the public through Press Release
- P.R. officials are trained in drafting the Press Releases . It should be written in short but convincing manner.
- Press Release is also contains photos of the event.

Crisis Management

- Companies face many crisis such as Lockouts, labour problems , Product failures , Mergers or Acquisitions. Good PR employees are aware or always alert during the problems. They try to manage Crisis in effective manner . Managing any crisis is a skill and it requires practice .Through proper Communication methods Crisis is managed by P R employees.

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