



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – I – Public Relations – SVCA1403

I. PUBLIC RELATION

- Public relation it is a communication between an organization and public.
- Practice of good will maintained between the organization and public.
- This communication is in the form of publicity and non-paid.

II. ELEMENTS OF PUBLIC RELATION

- **WRITING AND EDITING** :it is a type of communication strategy which helps in public persuasion.
- **MEDIA AND SOCIAL MEDIA RELATIONS** : contacting new media or other social media to publicize information on news .
- **RESEARCH** :research is the must in public relations because it helps provide effective results .
- **MANAGEMENT AND ADMINISTRATION** : its talks about who is there in management .

The Partners , the needs of the organization , the organization goals and communication strategy.

Communication strategy :

- I. goals
 - II. What is good and bad
 - III. Condition
- **COUNSELING** : the pro advising the manager, employee, stockholders for what is good for the organization.
 - **SPECIAL EVENTS** :conducting events to gain opportunity public engagement or fund raising.
 - **PUBLIC SPEAKING** :a good speech, structure can result to a effective public relation between an organization and its specific audiences.
 - **PRODUCTION** :including all promotional materials like design, images, multimedia etc.
 - **TRAINING** :pro trains staffs about public relation how to write speeches, about communication skills, communication strategy.
 - **CONTACTS** :the pro acts as a liaison with media, the public, organization, government etc.

III. FUNCTIONS OF PUBLIC RELATION

- To remove Misunderstanding between organization and its public.
- To maintain good will between organization and its public.
- Collecting of information and other publicity materials.
- Liaison with the government department and other bodies and with the press.
- Planning, developing, and executing public relation and advertising campaigns.

- Writing press release, articles, books, speeches, and radio scripts.
- Editing and production house, magazines and other company publications house. Magazines should be an effective communications channel.
- Effective internal communication with in the organisation.
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IV. NEED OF PUBLIC RELATION

Publicrelation motives the publics to buy product and services which has been inform by an organization. Public relation analyzes the public attitude an identifies organization policies and with executes, communication programs. It also helps to create and build a name for an organization.

V. HISTORY OF PUBLIC RELATION

- Iylyee was the first real practitioner of public relation, but Edward's is regarded as professional founder today
- After world war one public relation was considered as a professional
- In 1928 Harold Lass well explained that public relation was a term used to shield the ill repute the word propoganda
- Iylyee developed the modern news release
- The public relation society of America (PRSA) described public relation helps an organization to adapt mutually with its public
- **1780** James Augustus Hicky started **Bengal Gazette**, also called *Hicky's Gazette* - advocated freedom of expression.
- **1799** Government issued **Press Regulations** - rules making it necessary to publish the names of the editor, printer and publishers.
- **1822 Bombay Samachar**, a Gujarat newspaper started about business and politics.
- **1830 MombaiVartman**, a vernacular paper started publication.
- **1839 Bengali Press** published nine newspapers with circulation of 200 copies each. British themselves had 26 newspapers (six of them dailies)
- **1910 Indian Press Act** promulgated and champions of freedom like AurobindoGhosh of

BandeMatatram, B.B. Upadhyaya of *Sandhya*, and B.N. Dutt of *Jungantur* prosecuted.

- **1913 'Bombay Chronicle'** Bombay established. (Mouth piece of freedom struggle)
- **1914-18 The First World War** Publicity Boards were set up for war related publicity and to maintain relationship with the press.
- **1918 The Central Publicity Bureau** established at Simla. Indian Press delegation visits theaters of war.
- **1919 THE Central Bureau Of Information** established (presently, Press Information Bureau) Headed by B.G. Horniman, editor, *Bombay Chronicle* later deported to England.
- **1936 Bureau Of Public Information** (Government of India) established. The word 'Public' has significance. Central Bureau of Public Information with Principle Information Officer as head.
- **1940 Public Relations Directorate**, India Command, came into being with the appointment of Brigadier I.S.Jehu as the director. The creation of the post marked a sort of revolution in defense services which had been a closed book to the public in India. The objective was to build a bridge between the armed forces, the Indian media and the public.
- **1958 Public Relations Society of India (PRSI)** formed as a national body for promotion of public relations profession.
- **1968 First All India Public Relations Conference in New Delhi** Theme was 'Professional Approach'.
- **1982 World Public Relations Congress in Mumbai** with the theme 'The Inter-dependent World' section Indian Press Commission Report released.
- **1993 The first UGC National Seminar on Public Relations Education and Training in India** at Osmania University .

- **2001** India's **second nuclear test** conducted. World anguished. India launches an information campaign to justify and assure that energy is to be used for peaceful purposes.
- **2002 Tehelkasting** operation against corruption of politics and defense deals. Parties and the Government's efforts to sober the efforts and maintain image.
- **2008 Indo-American nuclear deal controversy** and the information efforts by parties for and against the deal.

VI. PROPAGANDA

In general, a message designed to persuade its intended audience to think and behave in a certain manner. Thus advertising is commercial propaganda.

- **Control of information flow:** withholding information and releasing information based on predetermined timing.
- Developing and communication information through particular audiences.
- **Management of public opinion:** how you manage the public opinion you gathered
- **Manipulation of behavior :** propaganda helps in manipulating human behavior in order to motivate them to buy certain products

VII. Public opinion

Public opinion is an expression of the general population's thoughts on a particular issue.

VIII. Public Relations in Management

Public relations is the communications management function that seeks to build, maintain and protect reputations, develop and maintain positive images and perceptions, change negative perceptions into neutral ones and eventually into positive ones, create positive, clear and satisfying communications with customers and others being served, and manage outside communication to ensure accuracy and positive perceptions.

Principles of Management in PR

1. The Relationship Principle

Organizations can withstand both issues and crises better if they have established good, long-term relationships with publics who are at risk from decisions and behaviors of the organization.

2. The Accountability Principle

Organizations should accept responsibility for a crisis even if it was not their fault.

3. The Disclosure Principle

At the time of a crisis, an organization must disclose all that it knows about the crisis or problem involved.

4. The Symmetrical Communication Principle

At the time of a crisis, an organization must consider the public interest to be at least as important as its own.

5. Internal communication involves the communication that exists within a company and can take many forms. Key to the success of an organization is communication from within. In order to effectively engage in two-way symmetrical communication.

6. External communication covers how a provider interacts with those outside their own organization. This may be with the public, employers, community organizations, local authorities, job centers, careers offices, funding bodies, specialist agencies and other training providers.

Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Define Public Relations?	1(1)
2	List out uses of Public Relations?	1(4)

3	Define Propaganda?	1(1)
4	Sketch Media Relations?	1(3)
5	Explain Social Media Relations?	1(2)
6	What is Research?	1(1)
7	What is the need of Public Relations?	1(1)
8	Outline Public Opinion?	1(4)
9	Express Information as Propaganda in advertising?	1(2)
10	Illustrate control of information Flow?	1(3)

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Categorize different elements of Public Relations?	1(4)
2	Explain in details about major functions of Public Relations?	1(5)
3	Determine origin and history of Public Relations?	1(6)
4	Sketch the roles of Public Relations in Management?	1(3)
5	Explain in details about the Propaganda, Sub-Propaganda and Information Propaganda?	1(5)



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DEPARTMENT OF VISUAL COMMUNICATION

UNIT – II – Public Relations – SVCA1403

I. Stages of Public Relations

1. Planning

Define the opportunity, or the potential threat. This begins with a review of the organization's mission statement or strategic plan; then conduct a situational analysis that investigates.

- A review of what's happened in the past, or a historical perspective.
- An internal and external analysis of what employees, neighbors, competitors and other audiences believe.
- A review of management and its actions and practices.
- A forecast of where the company or organization is heading.

2. Research

Conduct research and develop a plan. Once the specific opportunity or threat is defined, initiate research to determine how to execute your plan. In broad terms, there are two types of research Primary and secondary. There are a myriad of research tactics, including surveys, an analysis of existing data or reports and focus groups. Use research findings to build a plan with realistic goals, sound strategies, measurable objectives and proven tactics.

3. Implementation

Execute the plan. An underlying principle of public relations is to communicate effectively in order to build mutually beneficial relationships. The tactics employed to deliver the message through media relations, via special events or promotions, presentations to community groups, etc. should be structured to help realize the goals, strategies and objectives identified in the initial plan. And, of course, the plan should be built upon a set budget that includes professional services and any related costs for production or other out-of-pocket expenses.

4. Evaluation

Evaluate and Make Adjustments. While the program is being executed, monitor the results of the program tactics. Are they on track to meet the objectives as initially defined? If not, then an analysis should take place to determine whether errors were made when the program was

conceived and executed. Adjustments made during the course of the program could put it back on track.

II. PR practitioner

PR practitioner is creating, manages and maintains relationships with the public that a business serves. A PR practitioner works in the field of public relations and does everything for a company that will keep them in a good light with the public and with private entities that could be beneficial to the company.

Roles of a Public Relations Practitioner

1. Customer liaison:

Public relations practitioners must be able to promote a likeable company image and successfully present company objectives to gain the respect and acceptance of the public. Mark's public relations practitioner must create a positive company image so that the public wants to purchase his energy drinks.

2. Mediator:

The goal of public relations is to create an image and relationship that both parties are happy with, by satisfying the needs of all those involved. A company needs the public to appreciate their image and their company so that they gain customers and eventually increase profits.

3. Marketer:

Marketing is an important part of creating a positive company image, as well as for generating new customers and satisfying current customers. Mark needs to hire a public relations practitioner that not only effectively markets the company, but also looks for new ways to market the company, to reach an even bigger population of the public.

4. Event organizer:

The public relations practitioner often organizes events, writes speeches, and speaks on behalf of the company. PR can use their writing skills to create effective speeches, organization skills to set up events, and speaking skills to address the public.

III. Media Relations

- Achieve a constant flow of outstanding, on-target, and on-message media coverage.
- News releases and follow-up
- Preparing Media Kits
- Arranging Press conferences
- Product Launch

IV. PRESS CONFERENCE

Meeting organized for the purpose of distribution information to the media and answering questions from reporters. Normally the press conference is led by the company's executive management their appointed press liaison.

V. PRESS RELEASE

Press release is written or recorded communication directed at members of the news media for the purpose of announcing newsworthy information can be acceptable through mail, fax to newspapers, magazines, and radio stations of television stations.

VI. Exhibition

An **exhibition**, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within galleries, exhibition halls, and World's Fairs. Exhibitions include commercial exhibitions and trade fairs.

VII. Internal communication

Internal communication involves the communication that exists within a company and can take many forms. Key to the success of an organization is communication from within. In order to effectively engage in two-way symmetrical communication.

VIII. External communication

External communication covers how a provider interacts with those outside their own organization. This may be with the public, employers, community organizations, local authorities, job centers, careers offices, funding bodies, specialist agencies and other training providers.

IX. Public relations for Employee relations



The better relations are with employees the better public relations will be. When employees are happy, customers will be happy too. When going out to shop, many of us look for the stores that have a reputation of treating their employees very well. A customer goes into that business and knows that they, too, will be treated wonderfully. It all starts with something as simple as recognizing your employees when they do well. A simple thank you, that sounds like you mean it, will pump that staff member up for a long time. When they are not thanked, they begin to wonder, 'why bother,' and that attitude will show through to the customers. It is true in your saying thank you that your attitude will come across as well. It is a small thing...but produces great results.

Another easy thing to do is when you must correct or reprimand an employee to have the right beginning and end. Always start out with what they did right, give the correction or reprimand in a calm, logical, teachable manner. When you end, do it with a word of confidence, a show of faith

and recognize, again, their positive traits. If you have a good hiring process you should have no problem coming up with things to compliment on even if this person requires a lot of training. When you get done they will want to help out a customer who comes in upset and will feel empower when they are able to send the customer away feeling satisfied.

It's not about giving the customer "everything" they want. It's about making the customer feel like your place of business is there for them. They want you to take their situation seriously, approach them on a personal level, and find ways to meet their needs to the best of your business' ability to do so. It is a way to build relationships with your customer by building your relationship with your employees. Make it feel like family and your customers will walk in and feel the same.

PR for Employees

- The management of educational institutions should ensure that it will provide
- Pleasant working conditions.
- Equitable salary scale.
- Fair promotion policy.
- Recognition for faithful service & achievements.
- Considerate policy on vacations & sick leaves.
- Weekly offs / leaves, exchange professorships.
- Retirement benefits.
- Special tuition rates or scholarships for children of employees.
- Cards or letters of appreciations.
- Respects when ill, birthday & Eid greetings.
- Displays & exhibits.
- Copies of important news releases.
- Clippings of these stories.

X. Community Relations

The Companies fostering good relations with key audiences includes building strong relationships with their regional community. Companies implement programs supportive of the community ranging from supporting local organizations and institutions.

Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Define Internal Communication?	2(1)
2	Summarize External Communication?	2(2)
3	Explain about Community Relations?	2(5)
4	List out uses of media relations?	2(4)
5	Define Exhibition?	2(1)
6	Explain about Special Events?	2(2)
7	Explain event organizer?	2(2)
8	List out uses of Media Tour?	2(4)
9	Explain Press Release?	2(2)
10	Define Press Conference?	2(1)

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Classify different stages in Public Relations?	2(4)
2	Explain in details about community relations?	2(5)
3	Examine the role of Public relations in media relations?	2(3)
4	Classify different Roles of a Public Relations Practitioner?	2(4)
5	List out the advantages of Employee Relations?	2(4)



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DEPARTMENT OF VISUAL COMMUNICATION

UNIT – III – Public Relations – SVCA1403

I. PR for Public and Private Sectors

The PR activity includes maintaining relations with the employees, shareholders, distributors, dealers, suppliers, customers, government, local community and the press. The objective is to have a two-way internal communication between the management and its employees as well as the external public.

Role of Public Relations in Private Sector:

In every organization, a PRO plays more or less similar role. The difference if any will be because of the requirements or the objectives of the organization. All private organizations are profit-oriented. To achieve their objectives, they function in a competitive approach using aggressive marketing strategies. For the manufacture and marketing of their products/services, they depend on many categories of public.

A good PR campaign gives priority to the interests of its public's in every decision affecting the functioning of its business. This is because it is assumed that the organization operates due to the support of all these people employees, customers, shareholders and community. The public's may have different interests, the management has to maintain a fair ratio of benefits to all the public's to get the goodwill of the general public.

Coordination and Counseling: The PR has to counsel and assist the management in formulating and implementing effective policies towards each of the public's. Also, the PR person has a role in maintaining inter-departmental coordination.

Planning Communication Activities: PR process involves research, planning, executing and evaluation. The PR person has to conduct each of these functions effectively to bring about a favorable attitude among the public's towards the organization. The person has to make the plans for all these activities.

Image Building: Image building is a long-term and sustained programme. The PR plays a crucial role in this campaign. Image is the overall impression of a company in the minds of its various public's. A company's credit worthiness, its concern for its employees, its quality of products and

its discharging of social responsibilities, all contribute towards its overall image. To promote its image, a company uses its corporate name, some emblem, or a slogan, which it carries in all its communications through various mediums.

Public Relations and Marketing: PR must help the management in planning long-term strategies. For that, the PR has to know what is happening to the business. The PR has to see the enterprise as a whole and that the marketing department must have coordination of all departments. Well planned marketing strategies coupled with PR efforts can help the company achieve success.

II. PR Counseling

Counseling in PR refers to how we communicate with our clients. More specifically, counseling is a recommended course of action that will serve the client's short and/or long term goals, suggesting a modification or change in the client's current communications stance, actions or organization based on an event or a change in an external audience.

- Integrate and align public relations with other branding efforts and overall company goals.
- Arranging Events
- Community Outreach
- Meeting Facilitation
- Relationship Building
- Crisis Communications Planning

III. PR Agencies

- Hanmer MSL
- 20:20 MSL
- Adfactors PR
- Perfect Relations
- Text 100
- Good Relations
- Genesis BurstonMarsteller
- Edelman PR

- Sampark PR
- Ogilvy PR
- IPAN Hill & Knowlton

IV. PR and Advertising

1. Paid Space or Free Coverage

- **Advertising**

The company pays for ad space

- **Public Relations**

Free publicity for the company. From news conferences to press releases, focused on getting free media exposure for the company and its products/services.

2. Creative Control Vs. No Control

- **Advertising**

paying for the space and creative control on what goes into that ad.

- **Public Relations**

No control over how the media presents the information. Obligated to cover event or publish the press release.

3. Shelf Life

- **Advertising**

pay for the space, run ads over and over for as long as budget allows. An ad generally has a longer shelf life than one press release.

- **Public Relations**

press release about a new product once.

4. Wise Consumers

- **Advertising**

Consumers know when they're reading an advertisement they're trying to be sold a product or service.

Public Relations

Third-party article written about product or views coverage of event on TV.

5. Creativity or a Nose for News

- **Advertising**

exercise creativity in creating new ad campaigns and materials.

- **Public Relations**

In public relations, you have to have a nose for news and be able to generate buzz through that news. Exercise creativity, to an extent, in the way you search for new news to release to the media.

6. In-House or Out on the Town

- **Advertising**

working at an ad agency, your main contacts are your co-workers and the agency's clients.

- **Public Relations**

contact is not limited to in-house communications. Constant touch with contacts at the print publications and broadcast media.

V. PR for media Institutions

- Arrange Guest speakers / Dignitaries.
- Contacts with government Officials for media institution needs.
- Welcome newcomers to the community.
- Invite meetings of women clubs, civic organizations to the media institution.
- Organize community Radio & TV workshops with nationally known guest speakers.
- Maintain up-to-date lists of various categories for business prospects.
- Leave no opportunity to participate in a noble cause.
- Help community in case of a disaster.
- In case of an error, it should immediately take the action and public into confidence.

VI. Public Relations Campaign

Objectives

- Increase awareness of available services
- Increase donations
- Position the organization name among public
- Increase positive recognition, enthusiasm and support
- To achieve the desired goals
- Effectively communicate the desired message

Goal:

Increase enrollment, heighten public awareness and enlist active moral and financial support to the organization

Strategy:

Utilize proven communications tools to effectively reach the target audiences.

Tactics: Staff Recognition

- Invite staff participation in public relations activities
- Promote staff via news releases, email and web features, news pictures, radio/television appearances and interview opportunities as appropriate
- Assist staff in obtaining speaking opportunities
- Assist staff in preparing for appearances at expos, trade shows, fairs, etc. . .
- Promote good image of the organization by publicizing success stories of volunteers and staff through monthly awards in publications/ press/email
- Develop and present award certificates and prizes to client, volunteer and staff winners.
- Publicize awards through appropriate media including "hometown" news items.

VII. TYPES OF PUBLICITY

- **Newspaper** - The basic medium for conveying a message to the general public is the daily or weekly newspaper.
- **Magazines** - Another form of the print medium.
- **Radio and Television** - These are extremely effective media for communications.
- **POSTERS:** The essential purpose of a poster is the rapid telling of a single simple message using a limited number of elements. Posters are viewed more rapidly than other methods of advertisement. Their message must be strong, simple, and brief.
- **INVITATION:** A personal touch can be added to your publicity by distributing invitations for the program. These can be placed in mailboxes, handed out and slipped under room doors.

- **CALENDAR:** A large calendar distributed individually is a particularly effective technique. Students will have at least one consistently identifiable source for information and activities.
- **BALLOONS:** write a message on the balloon or put the message on a piece of paper inside the balloon.
- **TICKETS:** printed tickets can be placed in mailboxes, handed out, or slipped under doors. A variation of the ticket concept is to distribute coupons. The coupon might title the person to a prize or free refreshment item.
- **BILLBOARDS:** Place a large poster in the central lobby of Goodwin Hall. For an unusual effect, make a human billboard by hanging a poster on the front and back of someone and have them walk around.
- **BANNERS:** A large extension of the poster, these can be hung outside the hall.

VIII. Production

Production is a process of combining various MEDIA inputs in order to make something for consumption.

IX. House Journal

A house Journal is a magazine or periodical published by a company for its customers or its employees.

X. Motion Picture

A sequence of images of moving objects photographed by a camera and providing the optical illusion of continuous movement when projected onto a screen.

For Example:

“Video Information or presentation of organization”

XI. Kits

A **press kit**, often referred to as a **media kit** in business environments, is a pre-packaged set of promotional materials of a person, company, or organization distributed to members of the media for promotional use. They are often distributed to announce a release or for a news conference.

XII. Trade fair

A **trade fair** is an exhibition organized by companies in a specific industry can showcase and demonstrate their latest products and services to meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities.

XIII. Open house

An open house is a scheduled period of time in which a house is designated to be open for viewing by potential buyers. They are often held to advertise a newly developed community.

Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	What is Trade Fair?	3(1)
2	Distinguish between Press Conference & Press Release?	3(2)
3	Define Advertising?	3(1)
4	What is Paid Message?	3(1)
5	Illustrate Free Coverage Messages?	3(3)
6	What is house journal?	3(1)
7	Define Publicity?	3(1)
8	Explain the Poster Ads?	3(5)
9	Write short notes on Motion Pictures?	3(1)
10	Sketch KITS?	3(3)

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	How to organize and conduct the PR Campaigns explain with examples.	3(5)
2	Explain in details about Public Relations Agencies in India and its uses?	3(5)
3	Distinguish between Public Relations and Advertising?	3(2)
4	List out the uses and advantages of Public Relations Counselling?	3(4)
5	Explain in details about different types of Publicity?	3(5)



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UNIT – IV – Public Relations – SVCA1403

I. Image Audit

Image Audit is a research tool to study the 'hidden perception' of stakeholders, including employees. It helps the Corporates to understand the perceptions and formulate strategies to enhance their brand, marketing and bottom line.

II. Corporate communication

Corporate communication is a 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.

The role of Corporate Communications:

- To drive consistent communication through standardized corporate profile messages.
- To drive financial confidence through accurate and informative financial messages.
- To drive industry leadership through profiling key management on innovation that answers the needs of customers.
- Actively demonstrate corporate citizenship through a robust and well thought out CSR program.
- To build a media network that will enable the organisation to use the media positively and effectively.
- To ensure a risk management plan is developed and updated, enabling the company to respond quickly in times of crisis on the aspect of stakeholder engagement.

III. Types of Public Relations Tools

Media Relations

The media relations, includes all efforts to publicize products or the company to members of the press TV and Radio, newspaper, magazine, newsletter and Internet.

Media Tour

Some new products can be successfully publicized when launched with a media tour. On a media tour a company spokesperson travels to key cities to introduce a new product by being booked on TV and radio talk shows and conducting interviews with print and Internet reporters or influencers.

Newsletters

Marketers who have captured names and addresses of customers and potential customers can use a newsletter for regular contact with their targeted audience.

Special Events

Special events can be designed to reach a specific narrow target audience, such as individuals interested in college savings plans to major events like a strawberry festival designed to promote tourism and regional agriculture.

Speaking Engagements

Speaking before industry conventions, trade association meetings, and other groups provides an opportunity for company experts to demonstrate their expertise to potential clients/customers.

Sponsorships

Companies and brands use sponsorships to help build goodwill and brand recognition by associating with an event or group.

Exhibition

An **exhibition**, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within galleries, exhibition halls, and World's Fairs. Exhibitions include commercial exhibitions and trade fairs.

Trade fair

A **trade fair** is an exhibition organized for some specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.

Press Release

A **press release** is a written or recorded communication directed at members of the news media for the purpose of announcing newsworthy information. It can be acceptable through mail, fax to newspapers, magazines, radio stations and television stations.

IV. PRO

PR officers use all forms of media and communication to build, maintain and manage the reputation of their clients. These range from public bodies or services to businesses and voluntary organisations. They communicate key messages, often using third party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organisation and its public.

Traits of a good PRO of PRO

- planning, developing and implementing PR strategies;
- liaising with colleagues and key spokespeople;
- liaising with and answering enquiries from media, individuals and other organisations, often via telephone and email;
- researching, writing and distributing press releases to targeted media;
- collating and analysing media coverage;
- writing and editing in-house magazines, case studies, speeches, articles and annual reports;
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- devising and coordinating photo opportunities;
- organising events including press conferences, exhibitions, open days and press tours;
- maintaining and updating information on the organisation's website;

- sourcing and managing speaking and sponsorship opportunities;
- commissioning market research;
- fostering community relations through events such as open days and through involvement in community initiatives;
- Managing the PR aspect of a potential crisis situation.

V. PR Services

Public Relations for Hospital – PR Services

Public Relations in Hospitals is critical for the Correct Diagnosis, Correct Care, Effective Treatment, Legal Processes and Medical progress of the Patient. Healthcare Professionals, more than most professionals from other industries, need to be thoroughly trained in Communication and need to gain the trust of the Patient.

COMMUNICATION

Communicating with Patients with Empathy & Compassion

Effective Communication for Doctors, Nurses & Technicians

Patient Satisfaction through Effective Communication

Body language & Personality grooming for Hospital Staff

Effective Telecommunication

Interdepartmental Communication - Issues & Challenges

Simple & Smart Electronic Communication for today's Hospitals (Email / SMS etc.)

Effectively Communicating with Corporates, Insurance Cos., TPAs etc.

COUNSELING

Patient Counseling Techniques

Effective Counseling & Communication during Critical Illness and Death

Overcoming challenges involved in Patient Counseling

PATIENT RETENTION & CRM

Patient Retention - Techniques that help in Retaining your existing Patients

After-Discharge follow up techniques that lead to Patient Retention

Significance & Importance of CRM (Customer Relationship Management) in today's Hospitals

PR Services - Public Relations in Political Campaigns

Public Relations has a lot to offer, and political campaigning has a lot to learn. Campaigning, especially when it comes to politics, can often be misleading, discouraging and incredible.

- 1) 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.
- 2) One of the functions of the PR counsel is the identification of voters, the area of jurisdiction, their composition, demographic features, perceptions, expectations etc.
- 3) 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.
- 4) 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.
- 5) The trinity of efforts like that the candidates be seen, heard and listened by all the voters should effectively be organized.
- 6) There are several ways of reaching voters by way of speeches, rallies, door to door campaign, street gatherings and assembly of workers.

- 7) In addition, the PR personnel can reinforce these efforts by personal letters, handouts, advertisements, radio, television etc. to persuade voters.
- 8) The messages and efforts should be tailored exclusively to meet local needs, which are flexible and uniform to reach groups of voters.
- 9) The whole campaign for a political party should be directed to voters to ask for their votes and reach every voter.
- 10) The campaign should be started well in advance, at least one month in advance.
- 11) 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 Services-THE PUBLIC RELATIONS PRACTITIONERS' CHARITABLE TRUST

The Public Relations Practitioners' Charitable Trust was established to fulfill the charitable aims of the Guild. In particular, the Guild's aim is to support causes that are relevant to communication. The Trustees therefore favour charities that support people whose ability to communicate or enjoy the benefit of communication is severely impaired.

VI. NGO

A Non-Governmental Organization (NGO) is a private institution that is independent of the government although many NGOs, particular in the global South, are funded by Northern governments. Non-governmental organizations (NGOs) have become increasingly influential in world affairs.

They often impact the social, economic and political activities of communities and the

country as a whole. NGOs address a host of issues, including, but not limited to, women's rights, environmental protection, human rights, economic development, political rights, or health care.

In numerous countries, NGOs have led the way in democratization, in battling diseases and illnesses, in promoting and enforcing human rights, and in increasing standards of living.

Thousands of NGOs are also active at the international level, according to one estimate, some 25,000 organizations now qualify as NGOs. Some of these NGOs only impact a small region of the world, while others have spread across multiple continents.

In recent years, they have successfully promoted new environmental agreements, greatly strengthened women's rights, and won important arms control and disarmament measures. NGOs have also improved the rights and well-being of children, the disabled, the poor and indigenous people.

TYPES OF NGO'S NGOs

1) Operational NGOs

2) Advocacy NGOs.

1) Operational NGOs have to mobilize resources, in the form of financial donations, materials or volunteer labor, in order to sustain their projects and programs. This process may require quite complex organization. Finance obtained from grants or contracts, from governments, foundations or companies require time and expertise spent on planning, preparing applications, budgeting, accounting and reporting. Major fund-raising events require skills in advertising, media relations and motivating supporters. Thus, operational NGOs need to possess an efficient headquarters bureaucracy, in addition to the operational staff in the field.

2) Advocacy NGOs will carry out much the same functions, but with a different balance between them. Fund-raising is still necessary, but on a smaller scale and it can serve the symbolic function of strengthening the donors' identification with the cause. Persuading people to donate their time is necessary, but, in addition to a small number of people giving a great deal of time, it is also necessary to be able to mobilize large numbers for brief periods. External donors may not impose onerous administrative burdens, but supporters still have to be supplied with information on an efficient regular basis.

VII. SHARE HOLDER RELATIONS

The various efforts of the corporation to keep investors informed about the corporate financial status and its future prospects can be termed share holder relations

FUNCTIONS OF SHARE HOLDERS RELATION

- The information should be presented to the shareholder in simple, clear non technical language
- Management should tell both sides of its business story the good news as well as the bad
- The financial information is dull and above the head of most people
- To highlights and extracts of the information should be provided in a readable language

ETHICS OF SHAREHOLDER RELATIONS

- The policy of shareholder relations should be to convince the investors, that it investing in the corporation is a profitable venture
- It is good long time investment that its operation are well managed it is dedicated to a progressive program of production
- The objective of shareholder relations is to build the campaign for promoting public issues and others for sale

VIII. PR Presentation skills & techniques

Presentations skills and public speaking skills are very useful in many aspects of PR work. Effective presentations and public speaking skills are important in business, sales and selling, training, teaching, lecturing, and generally feeling comfortable speaking to a group of people.

Developing the confidence and capability to give good presentations, and to stand up in front of an audience and speak well, are also extremely helpful competencies for self-development and social situations.

Presentation skills and public speaking abilities are not limited to certain special people - anyone can give a good presentation, or perform public speaking to a professional and impressive standard.

Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Outline Image Audit?	4(4)
2	Illustrate PRO.	4(3)
3	Determine Corporate Communication.	4(3)
4	What is Print media Ads?	4(1)
5	Explain Ticket Ads?	4(5)
6	Write Short notes on Share holders Relationship?	4(1)
7	List out the uses of Advertisements?	4(4)
8	Who is Dealer?	4(1)
9	Illustrate Calendar Ads?	4(3)
10	Explain NGO?	4(2)

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Investigate role of shareholder relations?	4(4)
2	Analyse role of corporate communication?	4(4)
3	Explain in details traits of good Public Relations Officer?	4(5)
4	Determine Public relations tools and techniques for product promotions?	4(6)
5	Discuss Public relation for service industries?	4(2)



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – V – Public Relations – SVCA1403

I. Crisis communication

Crisis communication is to protect and defend an individual, company, or organization facing a public challenge to its reputation.

Client: Frontier Lifeline India

Crisis:

Representative from an Jamaican NGO had brought down around 20 children for heart surgery to the hospital. After the surgeries were done, one fine day, the representative suddenly collected all the children and vacated the hospital without settling any bills. The hospital did not let the children and the representative leave outside its premises until the arrival of its chief doctor who was travelling abroad. The representative of the Jamaican NGO portrayed it as though the hospital locked herself and the Children and informed the media

Situation:

Media seeing the Children locked inside the hospital felt that Hospital was to be blamed

Tackling the situation:

Agency informed the client to invite all the media for a press conference and announce its stand and how the problem had started and what was the reason for the hospital to not allow the children and Jamaican representative to leave. Agency also suggested the client to divulge all the proofs that the representative from the NGO did not pay the client. The children inside the hospital were provided proper medical attention and their health was taken care of. This was also shared with the media

Outcome:

Media understood the reality of the situation. After getting a promise on a written statement from the representative of the NGO that the payment will be made later, the hospital decided to send the NGO representative and the children in the presence of the media.

II. crisis management

Client: XXX

Crisis:

Killing of about 24 dogs in its SEZ campus. The dead bodies of the dogs were thrown in the nearby lake spoiling the water body by the labourers working in the campus

Situation:

The Villagers complained this incident to the Blue Cross Movement. Representatives from Blue Cross Movement informed the Police. Through Police, Media got to know about the incident and they started covering the incident

Tackling the Situation:

Agency analysed the situation and informed the client to give a statement from their end regarding the incident. Agency suggested the client to mention in the statement that they will fully co-operate with legal procedures. Client maintained high level of transparency to the legal authorities. This enabled the opponent parties to empathize with the client

Outcome:

Though initially lot of negative stories appeared in the media about the client, since the client-maintained transparency and co-operated with the legal department, the aggressiveness against the client toned down and in a few days there were less or no coverages

III. Image Management

Image Management is the pro-active process of evaluating and controlling the impact of appearance on others and the achievement of goals.

IV. Emerging Trends in PR

INTERNET:

This one medium has helped transform the whole business of marketing and public relations. In a

way, it gives any organization the ability to promote themselves without having to rely solely on other media outlets. Websites and e-mail are the two most common methods to use the Internet for PR purposes.

WEBSITE

Website should not only be designed to serve as a resource for members, but it should also present a positive message to nonmembers just "browsing through. Brief descriptions of history, past projects and activities, and long-standing relationships with other organizations may give an outsider a positive impression of the fraternity. Like the newsletter, information for members shouldn't just inform, it should also encourage involvement and develop enthusiasm.

E-MAIL

Today, this has become the most common method used for communication between fraternity members. It can also be used to promote a chapter to fellow students and others, but it should be used carefully.

AUDIOANDVISUAL:

This division includes any audio or audio/visual presentation or program which serves a :Public Relations objective. Audio presentation. Any sound-only program, including telephone hot lines and other recorded messages, radio programs, public service announcements and audio news releases. Audio/Visual Presentation. Any internal or external audio-visual presentation using still illustrations, with or without sound, using one or more projectors. Film Or Video. Any film or video which presents information to an organization's internal audiences.

V. PR and Social Media

PR and social media are based on communication but social media, with its real-time messaging, amplifies your message, allowing PR to be stronger and more impactful. Content published via news releases, emails, and other PR related means can live longer, spread faster and reach further with the help of social media.

VI. Community Managers

Community Managers serve as the face of a company. They are generally responsible for managing and handling communications in both directions. Community Managers re involved in various activities such as communications, PR, social media, events, and content creation.

VII. Media Room

Media Rooms Home Theaters. The term media room has evolved into a generic definition for a multipurpose space that is outfitted with a large flat-screen television, surround sound and cozy seating. Friends congregate there to watch the big game. Families go there to watch a movie together.

VIII. Astroturfing

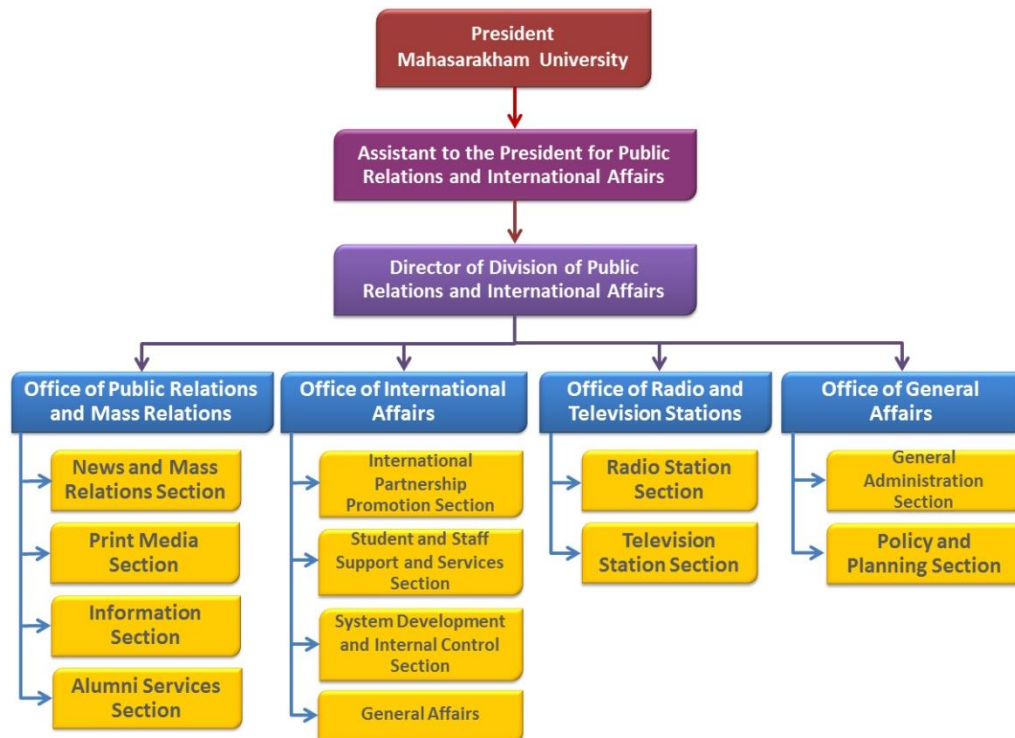
Astroturfing is the practice of masking the sponsors of a message or organization (e.g., political, advertising, religious or public relations) to make it appear as though it originates from and is supported by grassroots participants.

IX. Event management

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.

It involves studying the brand, identifying the target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

X. PR agencies and structure



Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Define Crisis Communication.	5(1)
2	Summarize event management	5(2)
3	Write top five PR agencies?	5(1)
4	Discuss Audio and Video tool for PR.	5(2)
5	Write social media promotion for Product.	5(1)
6	Illustrate Website as promotional activities.	5(4)
7	List out the internal communication methods for PR.	5(4)
8	Distinguish between PR Vs Advertising.	5(4)
9	Outline PR and Social Media.	5(4)
10	Summarize Astroturfing.	5(2)

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(BL)
1	Explain in details about Crisis Communication with example.	5(5)
2	Argue Image management with any one example?	5(6)
3	Outline Public Relations Structure and agencies.	5(4)
4	Explain in details about emerging trends in PR?	5(5)
5	How to overcome from crisis? explain with anyone example.	5(5)

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