

# PUBLIC RELATIONS

GOALS

quality

profit

25%

75%

7%

70%

costs

quality

access

profit

profit

# What is Public Relations ?

PR involves a variety of programmes designed to promote or protect a company's image or its individual products

PR is usually unsponsored  
and unpaid

It acts synergistically along with  
advertising

# Functions of PR

- Promoting goodwill
- Promoting product, service, corporate image
- Corporate communications
- Lobbying
- Counteracting negative publicity

When PR is used for the purpose of marketing its product and services, it is known as Marketing Public Relations (MPR)

It can be a very important component of the entire communications mix of the company

# Objectives of MPR

- Assist in the launch of products/  
company
- Assist in repositioning a mature  
product
- Building interest in in a product  
category
- Influencing specific target groups
- Countering negative publicity
- Building corporate image that rubs off

# Advantages of PR

- Very credible and inexpensive
- PR can hold down promotion costs

# Disadvantages of PR

- Difficult to quantify PR benefits
- Lack of control
- 'Deft' management required



# For PR to work there are several prerequisites

- It must first put its own house in order
- IR must have the respect of employees and community
- Management must justify its profits and prove that it is not profiteering
- Work for the community as an able corporate citizen

# Uses of PR

## Customer complaints and redressal

- It is an opportunity to cement relations with the customer
- Very important in the service and hospitality industry

## Combating rumours / falsehoods

- Confront and disclose facts in leading media
- Give the positive side of the story
- Capitalise on rumour to your benefit
- Rumour can be dismissed as ridiculous

PR changes attitudes.  
Institutional ads which present  
facts do not change attitudes

You need to involve the reader by  
emotionalising the information

# How do PR people get their job done?

- Using clout of the agency by virtue of being a space buyer
- Cultivating relations with media and leveraging that when required
- Communication that is newsworthy and which media would be glad to carry

Biased information shall bring  
in more resistance than  
acceptance.

Credibility of media as an  
unbiased reporter must be  
maintained . Therefore most  
media have their own editorial  
policies where all such  
information is suitably edited  
before it goes on print

# Tools of Public Relations

1. Press Releases
2. Press Conferences
3. Fact Sheets
4. Video News Release
5. Community Relation Programme
6. Events
7. Publications etc.



# Press/News Release

- A news story written for and released to the news media, particularly newspaper. News releases submitted to newspaper are written according to CP style guidelines. When a news release is prepared for radio, it is written according to BN style guidelines. A news release can be distributed on paper, on disk, by email, by a PR newswire, or posted on a website. A news release has a flag with the word(s) News or News Release in large type near the top of the “page.”

# Radio Program or Feature

- Taped news and public affairs features provided by an organization at no charge to radio stations. Programs and features may be on such topics as consumer hints, author interviews, and new product information.



# PR Photographs

- Photographs taken for publicity purposes and submitted with cutlines to the print media. Photos may illustrate a news release, fact sheet or other PR tools.

# Public Service Announcement (PSA)

- A broadcast announcement, for which no charge is made, that promotes the programs, activities, or services of governments (nonpartisan), nonprofit organizations, or other groups serving community interests. Information for PSAs can be prepared in point form, as a script, or pre-recorded.

# Interview

- An organizational spokesperson is interviewed by a reporter at the request of either the organization or the reporter. A broadcast interview can be live or taped for presentation later. An interview for the print media may be for the primary purpose of providing the reporter with the information she/he needs to do a story on the organization or with facts, quotes or other information for another story.

# Differences in PR and Advertising

Basis for comparison	Advertising	Public Relations (PR)
Meaning	A technique of drawing public attention to products or services, mainly through paid announcements, is called Advertising.	Public Relations is a practice of strategic communication that aims at building mutually beneficial relationship between the company and the public.
Media Communication	<b>Purchased</b> <ul style="list-style-type: none"> <li>• One way</li> <li>• Mostly visual</li> </ul>	<b>Earned</b> <ul style="list-style-type: none"> <li>• Two way</li> <li>• Uses language</li> </ul>
Focused on	<b>Promotion of product or services, with an aim to induce the intended audience to buy.</b>	<b>Maintaining a positive image of the company in the media.</b>
Control	The company has full control over the ad.	The company can pitch the story, but has no control over, how media uses or does not uses at all. Media has final control.
Placement	<b>Guaranteed</b>	<b>No guarantee, must persuade media</b>
Published	<b>If you are willing to pay for (more expensive)</b>	<b>Only once (less expensive)</b>
Credibility	<ul style="list-style-type: none"> <li>• Less</li> <li>• Builds exposure</li> <li>• Audience is skeptical</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> <li>• Build trust</li> <li>• Media gives third-part validation</li> </ul>

# PR Vs Publicity

## Publicity

1. It is short term strategy
2. Publicity may be positive or negative
3. It is not always under the control of the person about whom publicity is made
4. It need not be paid by the organization
5. Creates impact by deeds
6. Uses press release to achieve the purpose
7. Controlled by the firm. It can control the amount of impact that the event makes

## Public relation

- 1.This is a long term strategy, PR programme extends over a long period of time
- 2.PR is always positive
- 3.It is under the control of the firm or its agent
- 4.It is paid by the organization for doing PR
- 5.Creates impacts by proclamation
- 6.Uses sponsored event to achieve the purpose
- 7.The company is under the obligation to the press for the release of information