



## INTRODUCTION TO PUBLIC RELATIONS

- Public Relations (PR) is often confused with advertising. It is, however, a distinct branch of communication and involves informing and educating the public about the activities or philosophy of an organisation. Some companies have their own PR departments, while others appoint consultants or agencies specializing in the job. The keyword is communicating the company's point of view to various target groups, in an effective manner so that a favourable impression is formed. PR is, thus, a powerful management function and a serious business activity. It does not mean merely building relations with different groups.
- The importance of PR is growing by the day. Both government departments and the private sector have realized that advertising must be supplemented with an effective PR. This helps in two aspects: first in keeping close to the customer to satisfy needs and anticipate changes in customer demand, and second, to create a favourable impression among the people which advertising may sometimes not do. Multinational companies have recently launched customer clubs through which they keep in contact with their customers, take their advice and inform them of new products or services. A happy customer will most likely make repeat purchases, so an effective PR makes a good business sense too. It is a means to win customer loyalty.
- State governments also undertake PR activities to create a favourable impression in the minds of the people. They have their PR departments, which are supposed to communicate the achievements of the government, but much of it is a waste of money and amounts to nothing more than giving gifts to people. Very few governments realize the importance of good PR: one such example is that of the Chandrababu Naidu government in Andhra Pradesh, which has backed its activities with a good communication campaign. From a career point of view, a government job would be secure but real PR challenges exist in private sector.

### Meaning:

- The word public refers to any group of people sharing a common interest. The people are a group of community or nation. In other words, public is a group of similar individuals and assortment of persons having same interests, problems, circumstances or goals. It is generally from such sources that opinions emanate. Public are varied creatures. Public come from many forms and sizes. They have a multitude of the wants and desires including their likes and dislikes which are sometimes strong in dimensions.

### Public Relations:

- In the context of what has been explained, it is quite obvious that there are human elements involved in public relations. By integration of these two human elements, i.e. public and relations, we get public relations. It is a profession forming a part and parcel of the management functions.
- Building good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events.



- Not only must the company relate constructively to customers, suppliers, and dealers, but it must also relate to a large number of interested publics.
- ***A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives.***
- Public relations (PR) involves a variety of programs designed to promote or protect a company's image or its individual products.

### **Institute of Public Relations – UK (IPR)**

- “Public Relations practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics”.

### **HISTORY**

- It was 1914. In America Rock-feller family was a big name in business. But they had a bad reputation among the common people. So it became very troublesome to run the business successfully. To come out of this situation Rockefeller (Junior) contacted a person called IVY Ledbetter Lee. Primarily Lee was a reporter but later on took public relations as his bread and butter. The Rockefeller's appointed him as public relations officers. Lee took the job as a challenge. As a first step Lee sent a letter to the press informing the people about the real situation. Finally the theory clicked and Rockefeller's overcame the crisis. Lee became popular. His theory was "***The public be informed***", i.e. to inform the people at first hand about the truth. It worked later; many organisations took help from Lee and succeeded to overcome the crisis. ***It is said that Lee was the real father of modern public relations.***
- In USA before Lee there were few pioneers, like Phineas T Barnum and Venderbilt, were there in public relations. But they did not succeed. Because, Barnum's Theory was "The public be fooled" and Vanderbilt stressed on "The public be damned". Before Second World War PR was practiced less as a matter of deliberate PR policy but more out of share necessity for disseminating information. During this stage conscious PR started. The importance of public relations was widely accepted and appreciated in the Second World War. This stage still continues but with a further development. In ancient age Greece, Rome and India used public relations as a weapon for religion, cultural and expanding kingdom. In Greece the purpose of holding Olympic games was nothing but simple PR. Preaching's of Lord Buddha, inscriptions of King Ashoka — all were the different ways of public relations. In the French revolution Lui the XVI and his Royal family lost power while alienated from the mass. Later they realized the importance of public relations. Due to social change and technological advancement the need to mobilize public opinion was felt. Emergence of big organisations and their irresponsibility towards society gave rise to the need for deliberated PR activity. Emergence of widely circulated newspapers and influential press was also responsible for the need of modern public relations.



- It has been proved that PR has a great role in developing favourable equations with each of the various publicise with which it is concerned. External as well as internal communications - in both cases public relations can bring dramatic results. For launching a few products, work is more than half done if an organisation establishes a reputation beforehand for quality and reliability. Better reputation will score. Also, closest rapport should exist between the top management and the employees through the PR set up of the Organisation.
- In India development of PR was a much slower process. Here the Tata's started public relations in 1892. They specially stressed on internal PR like, building Industrial Township for employees, helping employees and their family in the educational and cultural field, etc. But, Indian Railways gave more importance in external public relations.

### What Public Relations Does

- Public relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony. Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges, and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders, and other institutions, and with society at large.
- The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping translate private aims into reasonable, publicly acceptable policy and action. As a management function, public relations encompasses the following:
  - Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
  - Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's social or citizenship responsibilities.
  - Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations, and other programs.
  - Planning and implementing the organization's efforts to influence or change public policy.
  - Setting objectives, planning, budgeting, recruiting and training staff, developing facilities -- in short, *managing* the resources needed to perform all of the above.
  - Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics, and the principles of management and ethics. Technical knowledge and skills are required for



opinion research, public issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches, and presentations.

- In helping to define and implement policy, the public relations practitioner uses variety of professional communications skills and plays an integrative role both within the organization and between the organization and the external environment. **Public** is a group of people having common interests or characteristics; specific: the group at which a particular activity or enterprise aims. While the term "the public" is often used, there are, in fact, many publics or specific audiences within the general public. These publics respond in different ways so they must be considered separately and, often, communicated to differently and through differing media. Publics often overlap, and they can be identified and sub-divided in many different ways.

## **BENEFITS OF PUBLIC RELATIONS**

### **1. Prestige or 'favourable image' and its benefits**

The familiarity and reputation of its name are among the greatest assets of any organization – whether it deals directly with the public or not. Everyone is influenced by Reputation because reputation in industry can rarely be one without true accomplishments.

### **2. Promotion of products and services**

Telling people about products and interesting them, in purchasing requires more than advertising efforts. People's tastes and desires are developed by the unobtrusive influences by them. These unobtrusive, non-selling influences have an immeasurable effect on their desire to buy.

### **3. Determining the organization's posture in dealing with its publics**

Increasing sophistication had modified how organizations have approached their relations with various groups. There are 3 major conceptions of that role:

- 1) *To master the publics*; to direct what they think and do, according to the desires of the organization involved
- 2) *To block*; to react to developments and problems, to respond to events or the initiatives of others by blunting them
- 3) *To achieve mutual adaptation*; to develop relations of mutual benefits all parties involved

In the present human climate, achieving mutual adaptation, has become the most widely taken course.

### **4. Fostering the Goodwill**

Goodwill of:



- The employees
- Communities in which the organization has units
- Stockholders
- Suppliers
- Government
- Rest of the industry
- Dealers
- Customers
- Supporters

#### **5. Helps in building Brands**

Building Brands becomes easy when proper public relations exist. Brand vitality and brand credibility follow. This can be concluded from a national poll of brand managers. The brand managers have given authentication that public relation is the most effectual way to institute brand credibility. Maximum utility can be derived on every marketing rupee spend. More than half the voters i.e., brand managers regard that, PR are more imperatively judged against advertising, sales promotion and new media. PR paves the path for effective communications discipline though the editorial context cannot be put aside.

PR is the best way to gather third party endorsements according to brand managers. The survey clearly states that PR is a valued marketing partner in building brand equity. Probably the return earned on the marketing rupee spent makes the brand managers, give more importance to public relations.

#### **6. Prevention and Solution of Labour Problems**

Public Relations can assist in stabilizing labor conditions through employee relations activities. The use of public relations as a labour stabilizing aid is preventive as well as curative and it's most beneficial when it is carried on continuously rather than only when strike clouds appear.

#### **7. Overcoming Misconceptions and Prejudices**

Prejudices that may exist because misinformation has been spread also threaten the success of business. Analysis of the situation, plans for meeting it, and the dissemination of correct information can clear up these difficulties

#### **8. Ability to attract the Best Personnel**

No organization's future is any better than the caliber of future executives it is able to attract. Making a company or organization known and respected is necessary to assure its healthful development.

#### **9. Education of the Public to the use of a product**

When an entirely new service or product is to be promoted, it is necessary to capture the imagination of the public in order to make the item attain steady sales. When a company brings out a new type of



product, public relations must support advertising and the sales staff in capturing the public's imagination.

#### **10. Education of the Public to appoint a view**

When an organization seeks to win support for its method of operation, its principles, the system that supports it, or any other viewpoint, its most effective means are the channels of teaching the public that are constant being utilized by Public relations people

#### **11. Dealing with Emergencies**

This has three phases:

- 1) Monitoring whatever may cause unexpected difficulties for the organization
- 2) Preparing for meeting the full range of such emergencies
- 3) Actual handling of matters when there is an emergency

#### **12. Directing the course of change**

At its best, public relations is a bridge to change. It is a means to adjust to new attitudes that have been caused by change. It is a means of stimulating attitudes in order to create change. It provides judgment creativity and skills in accommodating changing groups to each other.

#### **13. Altering Misconceptions:**

In India some PR agencies and independent consultants are doing just that. An example of an advertising management would be when pictures of Pepsi bottles with fungus in them were splashed in newspaper, their agency, Perfect Relations launched an intensive media awareness campaign with the misinformation in the media. How did they do this? They highlighted that 40 percent of Pepsi bottled in India was spurious, established that the bottle reproduced in newspapers was not an original one, and then suggested Government needed to take a firm stand on enforcing laws against spurious manufacturers of consumables. What happened in the end was that many illicit plants were raided and closed down, Pepsi emerged as the aggrieved party and the case was diminished.

#### **14. Issues and Perception Management:**

The Issues Management departments of companies or of consultancies today have become a part of a total system of anticipative Public Relations. A fair amount of research has to be done by the communications department to be able to track issues that could affect companies in the long run.

### **PUBLIC RELATIONS HAVE BOTH ADVANTAGES AND DISADVANTAGES.**

#### **Advantages include:**



1. **Credibility:** Because PR communications are not perceived in the same light as advertising – that is, the public does not realize the organization either directly or indirectly paid for them – they tend to have more credibility. The fact that the media are not being compensated for providing the information may lead receivers to consider the news more truthful and credible. For example, an article in newspapers or magazines discussing the virtues of aspirin may be perceived very much as more credible than an ad for a particular brand of aspirin.
2. **Cost:** In both absolute and relative terms, the cost of PR is very low, especially when the possible effects are considered. While a firm can employ PR agencies and spend millions of dollars on PR, for smaller companies, this form of communication may be the most affordable alternative available.
3. **Avoidance of Clutter:** Because they are typically perceived, as news items, PR messages are not subject to the clutter of ads. A story regarding a new product, introduction of break through is treated as a news item and is likely to receive attention.
4. **Lead Generation:** Information about the technological innovations, medical break-throughs and the like results almost immediately in a multitude of inquiries. These inquiries may give the firm some quality sales lead.
5. **Ability to reach specific groups:** Because some products appeal to only small market segments, it is not feasible to engage in advertising and / or promotions to reach them. If the firm does not have the financial capabilities, to engage in promotional expenditures, the best way to communicate to these groups is through PR.
6. **Image Building:** Effective PR helps to develop positive image for the organization. A strong image is insurance against later mis-fortunes.

Perhaps, the major **disadvantage** of PR is the potential for not completing communication process. While PR messages can break through the clutter of commercials, the receiver may not make the connection to the source. Many firms' PR efforts are never associated with their sponsors in the public mind.

PR may also mis-fire through mis management and a lack of co-ordination with the marketing department. When the marketing and PR department operate independently, there is a danger of inconsistency communication, redundancies in efforts and so on.

The key to effective PR is to establish a good program, worthy of public interest and manage it properly. To determine if this program is working, the firm must measure the effectiveness of the PR effort.



## **ELEMENTS OF PUBLIC RELATIONS**

**Counseling** -- Providing advice to the management of an organization concerning policies, relationships and communications; in effect, "what to do."

**Research** -- Determining attitudes and behaviors of publics and their causes in order to plan, implement and measure activities to influence or change the attitudes and behavior.

**Media Relations** -- Relating with communications media in seeking publicity or responding to their interest in an organization.

**Publicity** -- Disseminating planned messages through selected media without payment to further an organization's interest.

**Employee/Member Relations** -- Responding to concerns and informing and motivating an organization's employees or members, its retirees and their families.

**Community Relations** -- Continuing, planned and active participation with and within a community to maintain and enhance its environment to the benefit of both an organization and the community.

**Public Affairs** -- Developing effective involvement in public policy, and helping an organization adapt to public expectations; also, term used by military services and some government agencies to describe their public relations activities.

**Government Affairs** -- Relating directly with legislatures and regulatory agencies on behalf of an organization, usually by military services and some government agencies to describe their public relations activities.

**Issues Management** -- Identifying and addressing issues of public concern in which an organization is, or should be, concerned.

**Financial Relations** -- Creating and maintaining investor confidence and building positive relationships with the financial community; also, sometimes known as Investor Relations or Shareholder Relations.

**Industry Relations** -- Relating with other firms in the industry of an organization and with trade associations.

**Development/Fund Raising** -- Demonstrating the need for and encouraging an organization's members, friends, supporters and others to voluntarily contribute to support it.

**Minority Relations/Multicultural Affairs** -- Relating with individuals and groups in minorities.

**Special Events and Public Participation** -- Stimulating an interest in a person, product or organization by means of a focused "happening;" also, activities designed to enable an organization to listen to and interact with publics.





**Marketing Communications** -- Combination of activities designed to sell a product, service or idea, including advertising, collateral materials, publicity, promotion, packaging, point-of-sale display, trade shows and special events.

### SERVICES OF PR PRACTITIONERS AND CONSULTANTS

- Market, consumer, client and employee market research.
- Analyzing issues and policies affecting internal and external stakeholders.
- Identifying vulnerabilities that may threaten an organization's reputation both publicly and internally.
- Managing crisis communications and media relations.
- Recommending ways to build positive reputations.
- Developing and implementing communications strategies and tactics to take advantage of opportunities or solve problems.
- Developing training programs to facilitate the flow of corporate information.
- Evaluating communications programs and suggesting ways to improve future effectiveness.
- Anticipating and planning for the prevention of public relations problems.

### How Public Relations Helps Management

1. The publicity and promotional aspect paves the way for the sale of products or services, so much so that some companies have placed sales quotas on their product publicity people.
2. Internal motivation is a vital factor, which affects the bottom line by building morale, enhancing productivity and creating team spirit. It also helps recruit qualified people and retain them.
3. Public relations provide an early warning system by avoiding disruptions, which may occur when a single surprise issue or unplanned-for social/political change arises.
4. Public relations provide an organization with new opportunities because the people involved in public relations interact with more internal and external audiences than anyone else in the organization. Public relations people have a conning tower from which to identify new markets, new products, and new methods.
5. Public relations help to protect the present position when an organization is under attack. For instance, Proctor and Gamble did not suffer declining sales, morale or stock values during the tampon debacle largely because of their expert public relations handling of the problem -- communicating the company's position.
6. Public relations help to overcome executive isolation, something that can affect every organization sooner or later. An inescapable assignment of every public relations practitioner is opening the eyes and ears of management to what's really happening "out there."



7. Public relations help organizations manage change, something they must do to stay competitive and efficient. But since change is threatening and often resisted, smooth transition through a necessary change guided by public relations professionals is a real dollar-saver.
8. The phrase "double bottom line" was coined to explain the relationship between an organization and its social responsibility. It's now well understood and accepted that social responsibility does have a traceable effect on economic success for every type organization. Public relations staff usually plays the leading role in "social accountancy".

#### **How Public Relations Benefits Society**

- Public relations are a means for the public to have its desires and interests felt by institutions in our society. It speaks for the public to otherwise unresponsive organizations, as well as speaking for those organizations to the public.
- Public relations help achieve mutual adjustment between institutions and groups, establishing smoother relationships that benefit the public.
- Public relations can be a safety valve for freedom. By providing means of working out accommodations, it makes arbitrary action or coercion less likely.
- Public relations are an essential element in the communications system that enables individuals to be informed on many aspects of subjects that affect their lives.
- Public relations can help activate organization's social conscience.
- Public relations is a universal activity. Everyone practices principles of public relations in seeking acceptance, cooperation or affection of others.
- Public relations professionals only practice it in a more professional way.

#### **PUBLIC RELATIONS PRACTICES**

##### **Community Relations**

Public relations practitioners for a broad range of corporate and not-for-profit organizations carry out Community relations. Its primary objective is to establish and maintain mutually satisfactory relationships with community and special interest groups in the locations where an organization has operations. Community relations work is distinguishable from public relations and public affairs work mainly in that it deals with a specific local.

##### **Crisis Communications**

Crisis Communications is practiced when an organization becomes involved in an emergency situation affecting one or more of its stakeholders. During a crisis situation, various methods and policies are used to distribute accurate, complete information. These situations constitute major crises because the reputation of a company, industry, product or services is in jeopardy.

##### **Employee Communications**

Employee Communications means clear, honest and timely communications with employees about issues that are important to their working lives. Such issues may include additions or reductions in staff, changes to working conditions, procedure, policy or benefits. Employees of an organization are as



informed as external stakeholders, and are enabled to function as the organization's informal public representatives, with a commitment to its mission and pride in its products or services.

### **Fund Raising**

"Fund-raising has become an vital element in the operations of virtually all not-for-profit organizations. Public relations practitioners participate directly in a variety of ways, from organizing and conducting solicitation programs and special events, to serving as consultants to specialized development departments of their organizations."

### **Government Relations**

Government relations involve communication with relevant members of the public service or with political officials in order to influence government policy and/or regulations that would favourably position the organization's products, services or reputation. Organizations that most often require government relations' practitioners are those that have government-regulated products or services (e.g. electricity, social services), or those that provide products or services to or on behalf of government (i.e. public-private partnerships).

### **Investor Relations**

The objective of investor relations is to build the relationship between listed companies and investors by ensuring a flow of corporate information to individuals who own stock or have an interest in the corporation. The corporate function of investor relations is also called stockholder communications. "(Financial relations is). . A parallel function of investor relations is to provide extensive information to the financial community"

### **Marketing Communications**

Marketing communications incorporates public relations functions (e.g. newsletters, media relations, public speaking) with marketing initiatives (e.g. advertising, product promotion). The line between these two functions has become increasingly blurred as organizations have come to value traditional public relations tactics as integral components in overall reputation management and sales strategies.

### **Measurement**

Measurement gages the effectiveness of a PR program, event or strategy using formal or informal research. A sound communications plan requires an evaluation stage whereby final results are measured against goals and objectives. The type of techniques used will vary depending on the complexity of the project undertaken. Most importantly, these techniques must show how successfully the information was communicated to the target audience(s).

## **ROLE OF PUBLIC RELATIONS**

- PR professionals can do anything from coordinating a company sponsored golf tournament to giving newspaper reporters a tour of a new factory. PR reaches its wide range of audiences by using any number of PR techniques to convey its messages.
- Whether it be through a private PR agency or an in house PR department, the PR person is



required to undertake major functions. Following are some of the important PR functions and activities:

## 1. COMMUNICATING WITH PR 'PUBLICS'

We are all a 'public' of one kind or another, whether we are consumers of products, employees, shareholders, or members and customers of a company, organization, trade or professionals association. 'Publics' in the PR language are classified into internal and external publics.

**Internal Communication:** Full and part time employees of an organization, their families, trainees, trade union officials, form the internal publics of an organization. Employee communication is a vital part of any PR programme. The ultimate success of the organization depends largely on the success of its internal communication. This ensures smooth flow of information from the management to its employees, improving employee performance, team spirit and coordination. Full and truthful information both way results in:

- Harmony in the work place
- Trust and confidence between the employer and employee
- Healthy and safe working conditions
- Work satisfaction, fair salary and satisfaction for each employee
- Pride in the organization

**External Communication:** Governments, investors, distributors, customers, suppliers and shareholders, environmental groups and other people affected by the organization's policies and actions are the external publics of an organization. Lets look at each of these closely:

1. Governments: PR is a major in the relations between the industry and the government. PR job is to support a company's efforts to sell products to the government agencies and make sure that the government laws and regulations do not unfairly obstruct a company's business and progress. PR's involvement in this area includes conducting surveys and other research building coalitions and using media to promote their message
2. Investors: Investor relations involve communicating with the current and potential investors, financial analysts and government regulators. PR people operating here must have extensive knowledge of corporate finances, financial markets and government regulations. Current investors want to know whether to keep the company's stocks and bonds they own, and potential investors want to know if the company has a promising future.

## 2. COMMUNICATING WITH THE MEDIA

- The PR professional is required to make cordial relations with the media. Media Relations is about the management of the media channels available to any company.
- For people engaged in business and industry, the press is the most important communication media. Good press relations assure that a press release will be carried by the leading dailies. The main function of PR while working with the media is giving them what they need, in the



correct form and at the right time. PR should never be a barrier between the media and the organization. To make most effective use of various media, the PR person has to keep 3 key factors in mind:

- The message to be conveyed
- The target audience
- The media through which the message will reach the target audience

### **3. CORPORATE COMMUNICATIONS**

- The term 'Corporate Communications' covers all communication activities which an organization undertakes as a corporate entity: everything that involves communication with staff or which reflects the organization as a whole. Each company has a personality of its own. Corporate identity should take into consideration the whole personality of the company and not just an important aspect.
- Corporate identities should not be changed frequently. Before a change is thought about, extensive research is essential. The success of a corporate identity programme involves detailed research to define the organization's present image.

Corporate communication is aimed at:

- The general public
- Investors and financial analysts iii.  
Competitors and suppliers
- Government and pressure groups

#### **INTERNAL PUBLIC :**

- Internal public may be defined as sharing of common interest, within the individuals or departments of an organization relating to purely internal matters. It is a communication system for the exchange of facts, ideas, opinions with the employees of the organization. Sharing of common interest with groups of people within an organization rather than the relationship with others outside an organization pertains to the category. A type of relation is purely of formal and informal relations. The internal staff or who are working within the organization are concerned with it.
- An organisation is complex, composed of group of individuals. The individuals and groups interact and establish relations within the organisation. It is the responsibility of the public relation manager to provide effective internal public relations.

#### **ESSENTIALS OF GOOD PUBLIC RELATIONS:**



### 1) Human Relations:

- It is getting well along with “Public”, both internal and external. No man can work in a vacuum. Each person who works in an organization has to get along with others: he should be aware of the other and show interest in his progress as you do for your own.
- Human element is present behind the façade of every person working in an organization. Every human being is in some way unique and generalizations about humanity are subject automatically of all sorts of qualifications and expectations. The human personality is an entity, an incredibly complex blending of many qualities. Human relations are often mixed up with psychometry which includes the science of measuring individual or group behavior, human engineering and management discipline. Human relations deal with feelings and attitude of people as they interact with each other. Each should be aware of others and so sincere interests in his official and personal progress. The fundamentals of human relations may not be ignored in public relations. There are three basic needs of individuals. They are:
  - a) There is a man’s sense of dignity, the conviction that he has basic human rights that others must respect.
  - b) The need of security
  - c) The need of human recognizing and appreciation of what another has done or achieved.

### 2) Empathy:

- Empathy is a feeling towards the other and person feeling sorry for him is sympathy. Empathy can be regarded as primary prerequisite for a satisfying experience in a relationship where a certain degree of depth of understanding is expected.
- It is an imaginative projection of one's own consciousness in another's viewing there is a great need of empathy in the operations of public relations. Empathy is quite different from sympathy. Empathy contributes to the public relations managers success in different ways. In empathy, the psychological stance taken by a person is that of being with an other on an equal footing. Empathy should be present in day to day interactions of the manager of public relations which promotes the equality of understanding. Empathetic understanding can be expressed verbally as well as non verbally. When this level of understanding is achieved, the person has the sense of emotional satisfaction that has been understood. In empathy, there is no judgement involved.

### 3) persuasion :

- There are two forms of intercourse between individuals and between groups: force and persuasion.



- If one party compels another to do some thing instead of persuading him, this is despotism it is against the principles of proper conduct, sanctioned by society. A sense of human interest on the person who is being persuaded will understand and appreciate the cause and the effect of his action.
- Persuasion is a wise mans argument. A person with strength of character can listen with persuasion, weigh , what is said and arrive at informed conclusions. It is usually a weakling who runs away persuasion. A person usually does not want to risk being persuaded against his prejudice.
- In selling, the person who relies upon argument is learning and walking on a week road. Persuasion in the prospects interest is what wins sales. It is based largely upon knowing what makes people think. This knowledge may be put to use through words or in pictures that appeal to one of the senses. Persuasion avoids a head on collision about some doubtful points. It does not talk down to a person or a group.

#### 4) dialogue :

- It is conversation with a purpose. It is reasons only weapon. It is not a bargain basement transaction with haggling and bickering; it is a low form of negotiation.
- Dialogue is a reasonable exchange of ideas bringing into being a new form of knowledge; the use of dialogue is for influencing behaviour for selling goods or inspiring ideas.
- Conciliation and compromise are generally involved in dialogue. When speaking to an unfavorably disposed group or person, the first talk is to conciliate people and break down prejudice if any. He is a clever person who, under any circumstances, succeeds in bringing a state of urbanity into a gathering that is marked by high profile discussions.
- People have different reasons for opposing compromise. A fanatical person may object because he looks upon it as a sign of ignorable weakness. One who believes that he holds the key to truth and virtue can make no concessions to what he regards as vice or error. We cannot succeed in persuading people unless we communicate clearly and accurately. Make the image you seek to convey clean out. Place the image in the environment, not in some remote setting hence mental effort is needed to draw it into the picture. Making things simple does not mean that a person who speaks to persuade must follow the rule once popular in books for children.

#### 5) communication :

- There can be no 'mutual understanding' without communication; and mutual understanding is at the heart of public relations.
- There are few problems in life that real communication cannot resolve. If that notion sounds far fetched, perhaps that is because what we normally call communication is not real



communication. We generally think of communication in term of exchanging information, public speaking, expressing our feelings honestly or being sincere or persuasive. So we think effective communication depends on having special talent, a good vocabulary, the right circumstances and especially on the receptivity of other people. Effective and true communication does not depend on any of these things, but rather on uncovering within ourselves the ability to communicate.

- Real communication is that experience of being totally understood by another person.

## **TOOLS OF PUBLIC RELATONS**

### **PRINT MEDIA**

Most of the efforts chapters make in public relations are through forms of print media, primarily newspapers. These are usually the most visible outlets on college campuses, especially school newspapers, and in the local community.

#### **1. PRESS RELEASE**

The press release is the most common material provided to media outlets. These documents provide a brief, yet thorough, description of an upcoming activity, whether it is rush or a service project.

#### **2. PUBLIC SERVICE ANNOUNCEMENTS**

These are very short articles (no more than 75 words) that simply provide the facts of the activity (what it is, where it is located, when it will be, who is sponsoring, etc.).

#### **3. PHOTOGRAPHS**

There are usually two types of photographs in publicity portrait shots, where people pose for the camera and smile, and candid, where the subjects are doing something.

#### **4. CASES HISTORIES/ STUDIES**

Case studies which show a good image of the company are shared with the media/ investors, community etc. Books on *Making of Asoka*, *Making of Lagaan*,, *Amitabh Bacchan*- A book by Jaya Bachchan

#### **5. EDITORIALS**

No money, high credibility, however no control over message.

#### **6. ADVERTORIALS**





Advertisement + Editorial. Control over message, pay lesser than an advertisement. It is a strategic tool, but should not be used too often. J & J is coming out with Branded Cotton. So they are coming out with advertorials on wound handling.

## **7. INTERVIEWS/FEATURES**

Meeting journalists. Here there is lot of room for different interpretations. More often than not, press releases will not be printed verbatim. Even though your media contact will likely rewrite them, possibly including additional quotes or information they research on their own your press releases should be written well enough. However, there are also times that a press release will encourage a reporter to do more, such as conduct a full interview with chapter members or write a feature article on an upcoming project. While doing sponsorships one should try to brand it with the event simultaneously.

## **8. BROCHURE**

A booklet published by the organization which contains the organisation's background, its ethics, vision, mission, its past, present and future projects, its USP, etc.

## **9. POSTER AND CALENDAR**

Any poster or calendar used to achieve a public relations objective.

## **10. WRITTEN SPEECH**

The typewritten or printed text of a speech given to achieve a public relations objective.

## **11. INTERNAL NEWSLETTERS AND PUBLICATIONS**

e.g. ICICI has their internal Newsletters, in which information about the company, its profits, employees etc. is given.

### **EVENT AND PRESS SUPPORT**

Special events are acts of news development. The ingredients are time, place, people, activities, drama, showmanship; one special event may have many subsidiary events, such as luncheons, banquets, contests, speeches, and many others as part of the build up.

### **LETTERS TO THE EDITOR**

Submitting these articles does not require a media contact. This also gives an opportunity for any member to submit a letter on their chapter for printing in a local or campus newspaper.

### **ANALYSTS BRIEF**



One tells about the company, what the company is doing. It is done to influence the stock buyers, analysts, employees and media.

#### **CONFERENCES AND SEMINARS**

- Press – Om Kotak doing many seminars. It contacts associations and tells them to give numbers of their members so that they can talk to them. The members are contacted through telephones and asked to attend seminar on General Insurance. In the seminar they talk on General Insurance for 20 minutes and then the next 10 minutes they talk about the company products.

Pharma Companies when they do any research say for example, diabetic research, they would launch the product and before or after the launch they would call doctors for a conference to discuss about the research

#### **PROMOTIONAL ITEMS**

Any gift, premium, novelty or physical token used to convey an impression, make a point, establish an image or achieve a public relations objective.

#### **CORPORATE ADVERTISING**

If you believe the image of the company is good i.e. that trustworthy, reliable one then you can use that as a PR tool.

#### **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**

A chapter 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 chapter 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.

### **AUDIO AND VISUAL**

This division includes any audio or audio/visual presentation or program which serves a public relations objective.

#### **1. AUDIO PRESENTATION**

Any sound-only program, including telephone hot lines and other recorded messages, radio programs, public service announcements and audio news releases.

#### **2. AUDIO/VISUAL PRESENTATION**

Any internal or external audio-visual presentation using still illustrations, with or without sound, using one or more projectors.

#### **3. FILM OR VIDEO**

Any film or video which presents information to an organization's internal audiences.

#### **4. VIDEO NEWS RELEASE**

Any film or video prepared and released to the media as a news item, article or feature story on behalf of a sponsoring organization.

### **NEWS AND PUBLICITY**

News is something that interests many people today. From the point of view of THE TIMES OF INDIA, that means the national readers of THE TIMES OF INDIA and the metropolis readers of THE BOMBAY TIMES, etc. From the point of view of THE INDIAN EXPRESS, it means all the people interested in hardcore content and no masala.

“Every medium has a news standard of its own, and that is the criterion the publicist goes by in attempting to address publicity to the public through that medium.”



## EMPLOYEE COMMUNICATION & RELATION

### INTRODUCTION

- In any successful organization the relationship between the employer and the employee is cordial and there exist mutual respect for each other. There are immense benefits of team spirit. It leads to improved production, employee motivation, customer satisfaction and reputation of business. Therefore, every organization should have a vision which should be common.
- Sharing of a common vision enable the organization to massage it activities successfully instead of being dominated by one voice on the top.
- People should be involved in the functioning of an organization so that they they get motivated and that the organization is working for their interest as well as its own. The employees should be rewarded not only in financial terms of feeling that they belong to a winning team.
- No business organization can succeed unless and until the corporate objectives of business are compatible with the personal objectives of individuals.

There are two parts of corporate relation such as:

1. Employee relation or internal relation  
For example: Mutual respect and understanding between employer and employee
2. External relation  
For example: customer relation, investor relation etc.

### ORGANIZATIONAL CONSTRAINTS

A large number of organizations very often fail to make use of skill and knowledge that are possessed by their employees. The fact is that even the workers today want more involvement in and control over their own work. In the history of employee relation all over the world, the subject of employee involvement has been a topic of recurring interest.

There are varied reasons for the same. They are

- Employees are often unaware of what others are doing in the whole organization.
- They are under the impression that any type of face to face communication, meetings and discussions is waste of time.
- When the employees are not allowed to influence events they feel powerless and also lose a feeling of commitment.
- Employees develop a feeling of insecurity when they are not able to see the value of their position.
- Employees are ignorant about the organizational goals and they do not know what an organization successful.



## THE PUBLIC RELATION ACTION PLAN

- In the recent times the management have come to realize the changing workers values and as such they are trying to bring a change in the total work environment.
- Every organization has to adapt to the changing environment and bring about necessary changes. In fact, adapting to the change is important. As an agent of change the public relation believes in sustained, permanent nature of public relation within the organization.
- The value of good communication between the organization and its employees and between the shop floor and management is understood well
- It is necessary that public relation should identify the internal and external goals which can get best out of the employees.
- In order to tap the interest of the employees the public relation action plan must include:
  - A vision for the future with involvement and commitment of all the members of the organization.
  - The transaction of the set vision into an action plan for change and adjustment taking place in the environment.
  - Encourage the employee to understand the aims of the organization.
  - Develop a greater understanding and appreciation of the common interest and mutual interdependence of all the section of enterprise.
  - Make full utilization of the employee potentials for organizations development and individual employee growth.
  - Provide a feedback and take review of the progress made

### Warning signals and cautious footsteps for the public relation personnel:

- Don't try to extract and achieve too much in a hurry.
- Remember the key players in any organizations are the workers and their unions and not the management.
- Know the entire structure and functioning of the trade unions.
- There is bound to be criticism about the management as well as public relation action plan by the workers.
- It should be taken positively.
- The public relation and communication activities in commercial and industrial organization may be treated with utmost skepticism by management, unions and employees. Do not get upset.
- Be patient and learn step by interaction with the union for improving relation.
- Try to understand that the union representatives have problem expectations and values which may not be agreeable with the objectives of the organization.
- When people are given an opportunity to have some influence over what actually happens around them, only then that a feeling of commitment is developed towards the organizational objectives.



## NEED FOR EMPLOYEE COMMUNICATION

- The in house campaign is best suited for tackling the issues involved in employee communication from inside. Since the solution to the problems come from the bottom up, everyone is expected to participate in the creativity of the organization. It is not one person but all must think and act together to find various way to grow. The employee communication aims at receiving positive feedback with the help of verbal and/or non-verbal means, which is reality is a sender/receiver activity.
- According to Redfield (communication is management) whether an organization aims at service, production or distribution, it consist of individuals and group of people. Their work is related to work of the other group and individuals as well as the organization.
- Therefore the policy of an employee oriented corporate culture can not be carried without the total internal communication which plays a decisive role. Individual can not do without communication if they want to function in a way that is both motivating and motivated. The employee's need correct and thorough information in order to be able to propagate the organization's identity and stand up for one's organization if attacked by others. Correct employees communication increases interest in the organization, support and strengthens its identity.

## REQUIREMENTS FOR EFFECTIVE EMPLOYEE COMMUNICATION:-

Lynn Townsend has set forth the following eight requirement for effective employee communication:

- Employee communication must be recognizes as an essential tool of management. It is a way to achieve corporate objective, build team work and motivate. It can make managers become better leaders. This requirement recognizes that employee attitudes and resulting performance are improved by effective communication.
- Employee must be well-informed concerning their mutual interest in company success. Management position on issues need to be know, an employee should be persuaded to actions that will be best serve mutual interest and goals.
- Individual's managers must actively support corporate communication efforts. Managers must develop team work among them and work co-operatively with the corporate office. The management has responsibilities to create a climate conducive to communication and to maintain the flow of communication through open channels.
- Great emphasis must be placed on communication and measurement. Communication can not be left to chance. There must be a plan as to communicate what, how, to whom for what purpose and to what effect.
- Top management must establish a communication climate; other divisions and departments will reflect this climate.



- A long term investment in professional talent and communication programming must be made. Programming and qualified people cost money, but it is well spent.
- Management most recognizes its responsibility to listen as well as to speak. If the boss is not a good listener, those who report to him will soon stop trying to communicate with him.
- Management must recognize the desire of employee to help their company, and the power of communication to tap this great potential. employee is willing to help, and communication can turn this desire into action.

### THE ROLE OF PR

- If the organisation wants to improve internal communication internally, it should first get the managers and supervisors to communicate with people who they manage. In many professional organisations, the management comes forward to help the trade unions communicate with their member.
- Unfortunately it is seen that neither side is known to be doing this important job. In such a situation PR person as communication expert have crucial role to perform.
- However on account of rapid progress and application of media, the shop floor has passed through an evolutionary process.
- Under such a situation higher standards of the means of internal communication will be the only acceptable solution. As a result of this there is another challenge to PR in the new communication environment.
- In order to promote effective communication within the organisation, the PR conjunction with the managerial personnel has to be prepared and put into practice an action plan. This will apply to PR as well as the managers including first-line supervisors. With help and support of the top management, PR may oversee and given pervasive guidance to all those who need to the communication.

The following are the essential guidelines.

- 1) Never create the distance between yourself and the workforce. If there is any existing hurdles close the gap.
- 2) Frequently meet the employees & keep communicating in a sustained manner.
- 3) Even in the presence of Management Information System & delegation of authority senior manager must not stop personal communication.
- 4) Whenever you find an employee or a group of employee have done well be generous lavishing praise as well as reward. It is a good moral booster.
- 5) Never make promise instantly or in a hurry.



- 6) The communication between the employees and the union leader should always be clear cut. If you find there is a communication gap do not hesitate to point out to the union above the dissatisfaction with communication between the employees & the leadership. Although it is difficult, but it will be an excellent source of constructive co-operation & mutual trust.
- 7) Communication just does not mean instructing people about what to do & how to do it should be made entirely participative. Involvement & participation in the decision making process lead to commitment.
- 8) The biggest obstacle to motivate the employees is lack of communication or it's inappropriateness. The managers should be made this to understand.

### FORMS OF EMPLOYEE INVOLVEMENT

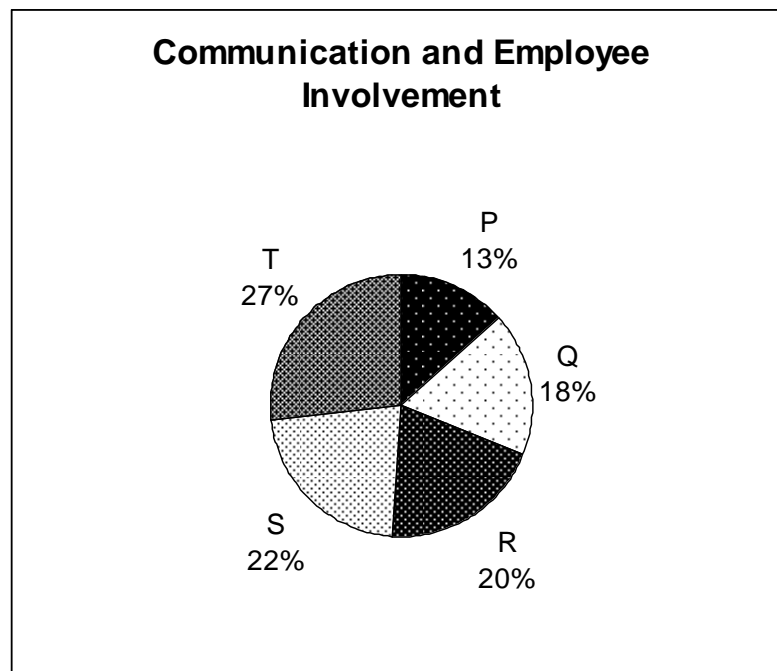
- According to Maslow in motivation and personality secrecy, censorship, dishonesty and blocking communication threaten all the basic needs. Given below are a few employment arrangements which may go a long way in order to fulfill employee needs. According to the employees all of these and many more activities are communication in returns and will effectively promote employee involvement.

Activities	Employee involvement
1) Written and face to face communication from managers to employees with 2-way exchange of views and ideas.	1) Briefing sessions, house journals, training and development courses as health safely new legislation etc.
2) Upward communication designed to tap the employees knowledge and opinion and both at the individual level and through mechanism of small groups	2) Total quality management, suggestion schemes, quality circles, attitude survey.
3) Handling grievances	3) Individual employee shop floor supervision union and management representative.
4) Consulting employees and their representatives as a management process	4) Joint consultative committee, work committee/council. Worker representative on the board of directors corrective bargaining on monetary & benefit issues





- A significant aspect of employee's involvement and employee communication was revealed through a case study conducted in several Indian organizations in private as well as public sectors.
- The perception of the workforce feeling a sense of environment and moderate satisfaction with communication process can be noticed at least 13% people. They are not satisfied with the important fact of working life. (P). in the worst case (T) the respondent constitute 27% who are thoroughly dissatisfied with all aspects of their service condition, involvement and communication. The respond under Q. R. S. are distinctly homogenous group like P. & Q. but differ widely in their attitudes towards basic questions of entitlement involvement and communication.



**P: Involved with the organization and moderate satisfaction with employee communication but totally dissatisfied with pay benefits and working conditions**

**Q: Involved with the organization and satisfied with employee communication but not satisfied with pay benefits and working conscious.**

**R: Not involved & dissatisfied with employee communication but satisfied with pay, benefits & working condition**



**S: Satisfied with all the above**

**T: Dissatisfied.**

The PR and communicating people may draw their own conclusions and proceed with the right managerial strategies and communication mix.

### **SUGGESTION SCHEMES**

The basic idea of suggestion scheme in the organization is to build a two way communication process. The scheme spells out clear rules and procedures for submitting ideas as a motivating device. There are many possibilities. A few of them are.

1. Suggest different ways and means for the optimum utilization of the available resources and increase productivity and profitability.
2. Suggest ways of standardization of work and procedures and thereby simplify and improve quality of work.

The belief of being heard would result in motivation and greater productivity.

### **Employee Communication and Media:**

There are many media available for employee communication. The public relations expert will determine the suitable media, depending on the budgets provided for the employee communication and need. It calls for the skills of the public relations practitioner. Employee communication is ultimately desired to build loyalty and respect. The objective is to make each employee feel an important part of the organization. Unless the employees are well versed with the policies and broader objectives of the organization they will not do the best job for the accomplishment of the objectives. Employees are the internal public and the public relations officer should give a major effort on communicating with them to promote good internal public relations.

It is necessary for the PR and communicators to be adequately trained and psychologically prepared towards creating the right environment in order to use the tools of communication fully.

The essential ingredients towards building a better communication process are:

1. Promoting a culture of open communication.
2. Appropriate media.
3. Proper channels of communication.
4. Clarity in communication.
5. Internal and External communication.



6. Sufficient knowledge of public relations and communication staff.

### **Selection of the Media:**

The media may be oral or written. The selection of the media may depend on the speed with which the message has to be communicated. Oral and face to face communications are more effective and quick. The basic objective has to be kept in mind for the selection of the media. If the message is a highly confidential one then it cannot be discussed on the phone. Similarly a complaint has to be given in a written format.

### **Tools:**

1. **Print Media:** News letters, bulletins, house journals, handbooks and manuals, suggestions schemes letters, reports, newspapers, pamphlets, magazine posters, etc.
2. **Verbal and Visual media:** Training programme, demonstrations, slide presentations, the grapevine, internal telephone, radio and television programmes.
3. **Electronic Media:** Websites, cell phones, e-mail, pagers, etc.

### **Case Study**

#### **Situation**

- In early 2002, actor and licensed jet pilot John Travolta approached Qantas Airways about a possible relationship in light of his longstanding, genuine, specific interest in the airline. After deciding that Travolta could serve as an "ambassador-at-large" for the airline, his role was developed to assist Qantas on a range of employee and brand-building initiatives, the first being a global tour to encourage people to cross borders, rekindle friendships and make new friends.

#### **Challenge**

- The theme preferred by Qantas—a "Spirit of Friendship" world tour—well reflected the brand's "Spirit of Australia" slogan, but did not present a strong reason for Travolta's round-the-world jaunts.

#### **Strategy**

- Since Ogilvy felt that Qantas on its own would only draw a specific type of media such as aviation and business publications, they used John Travolta and the relationship between him



and Qantas as the enticement to entertainment and international press as well as wire services and major market newspapers.

### **Campaign**

- Ogilvy sent media invitations for the Los Angeles press conference using only Travolta's name and the tickle of a "unique global initiative," leaving the press to speculate what the fuss was all about.
- Rigorously pursued key media, both national and international, to attend both press conferences in Los Angeles and New York; used exclusives to guarantee position in critical media
- Created a brand specific press package to highlight the tour and showcase John Travolta in a classic 1964 pilot uniform.

### **Results**

Ogilvy's efforts on behalf of Qantas helped achieve the following:

- Qantas key markets had numerous international hits from the Los Angeles and New York press conferences. The global public relations value exceeded \$42 million.
- More than 300 local and national television breaks highlighted the Qantas "Spirit of Friendship" Global Tour including segments on "Entertainment Tonight," "Access Hollywood," "Live with Regis and Kelly" and "CNN Headline News."
- Total audience reached: 50 million+ in the United States alone.
- More than 900 television breaks worldwide highlighting the Qantas "Spirit of Friendship" Global Tour including segments on "HBO Asia" in Hong Kong, "BBC News" in London and "RAI 1" in Rome.
- More than 2,000 print articles worldwide featured the Qantas "Spirit of Friendship" Global Tour with items ranging from *The Sunday Telegraph* in Australia to the *Sunday Times* in London; extensive print coverage in all U.S. markets for every stop of the tour.
- Raised employee morale by arranging for John Travolta to meet and speak with Qantas employees in each of the cities on the tour. Travolta spoke about his passion for aviation and special attachment to Qantas

## **CORPORATE PUBLIC RELATIONS**

### **CORPORATE IDENTITY**



- Every individual, every business or nation has an identity. For most of us, as individuals, it emerges naturally. Just as the way we speak, dress, behave, just as much as what we say and do, consciously or unconsciously, expresses what we stand for and believe in as individuals, in the same manner organisations too express themselves in a variety of ways. It accumulates over a period of time and is a sum total of the company's history, philosophy, ethical values, ownership, people, technology and performance.
- Ideally the corporate identity reflects the **inner truth about the organisation**. It is the coordinated and consistent projection of everything an organisation stands for. Corporate identity is not reflected merely by visual elements but nevertheless, it is often readily identified through visual signs and symbols. Because, the visual expression tends to encapsulate with imagery what the company holds to be its essential belief and philosophy.
- As organisations grow large, complex and increasingly impersonal, most of them feel the need to develop a distinctive identity in order to provide them with a **competitive edge** in the market place. The desire to seek a new identity may arise out of dissatisfaction with the current identity or even an absence of any consciously created identity. *Diversification, entry into a new field, mergers and acquisitions, major technological changes can all be reasons for the creation of a new identity.* This desire to be different, to stand out from the crowd, is one of the many vital measure to survive and grow in this fiercely competitive world.
- The need for developing a strong corporate identity has been further felt owing to **the weakening of brand loyalty**. A considerably shorter life-cycle of an average product in today's market has forced the companies to reposition themselves. If a company has a definite public perception, it is likely that it will also have a definite market slot.
- A corporate identity is also a method of expressing a body corporate in human terms. In essence, it communicates the style of management and the spirit of the working culture within the organisation. Successful companies like ITC and Tatas have distinctive identities borne out of long and widely-held beliefs and values. But identities require to be relevant to the new business strategies. Identities, therefore, call for constant review.

### CORPORATE IMAGE

- Some people seem to get confused between corporate image and corporate identity. **Corporate Identity** is a matter of physical recognition while **Corporate Image** is a matter of mental perception. Corporate identity can contribute to corporate image.
- A corporate image develops out of a company's corporate identity and, as a result of people's knowledge and experience of the company. The organisation can seek to influence this image, it



cannot control it. Vic Markham describes corporate image in these words: *"Everything we buy helps us express our personalities; helps us to say to the world around us: 'This is the kind of person I would like you to think I am.' We buy products to assist us in this projection of our personalities. In effect, we see the mirror image of ourselves in the product we buy. Image is a reflection of that personality. Corporate bodies project recognisable personalities and people choose between competing brands very largely because the brand reflects their own personalities. Corporate identity, on the other hand, is how one identifies oneself: on one's advertising, on the packaging, on the van sides so that a symbol or logo can be a part of the corporate identity."* To sum up therefore, corporate image is what people think about an organisation and corporate identity is how people identify an organisation.

- An organisation will have a corporate image whether or not it has made conscious efforts to manage a corporate identity. Since the image is going to be present anyway, it is now universally accepted that organisations should make an effort towards the development of a favourable image through the projection of the chosen corporate identity.
- Creating the desired corporate image is not just a matter of giving a face-lift to the company's otherwise sagging identity. It is a matter of firm commitment to a corporate life-style and culture in policy and action. The organisation has to address itself to a variety of publics. Quite often, they have mutually conflicting expectations of the organisation and as a result, they may interpret the message from their particular point of interest. The corporate image, therefore, has to be consistent among all its operation and all its audiences. Hence, the management of corporate image has to be a constant and all-encompassing process.

### **CORPORATE ADVERTISING**

- Corporate advertising has been around for decades perhaps as long as product advertising. But it is not discussed very often. Unlike product advertising, which obviously helps to sell a product or a service, corporate advertising sells an idea or an organization itself.
- When an organization wants to influence consumer attitudes, public opinion, or other important publics such as suppliers, stockholders, governments and employees, it uses corporate advertising.
- Corporate advertising is a special type of advertising that is used by business organizations to create and maintain positive attitudes toward their companies. Corporate advertising promotes the company rather than its products or services because it is designed to show a favorable picture of a firm's products, publics and overall corporate health.
- Corporate advertising is also undertaken in order to project an organization's personality, culture, and values to the outside world. Corporate advertising is closely related to public information, rather than to its sales. So it comes under the function of Public Relations.

### **Goals of Corporate Advertising:**



Corporate advertising has traditionally served three goals:

- a) **Image Building:** This traditional role is the most important one and is designed to build consumer awareness and goodwill. It is aimed at general audience to present the positive qualities of a company.
- b) **Financial Relations:** It is aimed at informing and building confidence in the financial sector. It also focuses on shareholders and potential investors, thus ensuring financial security and independence.
- c) **Advocacy:** This explains and promotes a company's viewpoints and position and a controversial issue, or any issue that affects the company in anyway.

Today however corporate advertising has a much broader role:

- a. To improve name awareness
- b. To proclaim the organization's views on an issue of importance
- c) To publicize positive news
- c. To add staff requirements
- d. To give information about the organization.

### WHY CORPORATE ADVERTISING

- Big industries companies and organizations have used corporate advertising to make a positive impression on customers and investors for a long time. Corporate advertising is a highly useful marketing tool. It can improve the morale of a company's employees. In certain situations, such as take over bids, it can make good impression on the investment community.
- Many have questioned the necessity of corporate advertising as in how important is knowing the name of the company manufacturing a certain product for the consumers. People these days are more conscious than before. Corporate advertising gives the products an edge. Consumers often cannot see much difference between products, when they have to choose from a wide range. Being aware of the company's name can make them decide faster and choose better.
- Corporate advertising can be important in building consumer confidence for marketing big and expensive goods like cars, electrical and electronic appliances. The opinion that people have of a company determines to a large extent its ability to attract employees and executives of high caliber.

### TYPES OF CORPORATE ADVERTISING

When an organization wants to influence public in the market place it uses different types of corporate advertising. This depends on:

- The needs of a particular situation



- The audience or the public to be addressed
- The message to be communicated

**Different types of corporate advertising include:**

1. Corporate Identity Advertising
2. Institutional Advertising
3. Public Relations Advertising
4. Issue Advertising
5. Public Service Advertising

**IMPORTANCE OF MEDIA**

- In today's image related world corporate-media have turned pro-active and can no longer afford to remain reactive. One cannot think of issuing denials and seeking distances from the media, print or electronics. Fortunately for all corporate there is a growing perception that if they were not transparent and straight forward the gap would be filled by inaccurate reporting and misinformation. There is one old saying ( CAN RUN BUT CAN,T HIDE)
- These days company are managing the flow of information and at time even influence the media corporate had come to realize that if the channel of information is not open, many new stories would break, rumors go around and investigate journalism would uncover the information that is normally not accessible.
- The stock scam and the Enron case are the classic example here the media played the important role .media constitute one of the most important publics for the corporate communicators. As far as corporate communicators are concerned historically, however the print media is main media in India. The pres continues to be the most prevalent media to communicate the policies of the corporate, function and achievement and build the image of organization .
- The non pres media like T.V, radio, cinema etc has gained the momentum and reached the corporate considerably. Obviously the emphasis will e use to judicious mix of the press and non press media so that the communication process become more effective.
- Whatever media the corporate use, the center focus of them to communicate wit the media person and through them with the public, infact they are the people towards whom the most effective media relation programmes are to be directed

**PR IN MEDIA**

Media relations are critical to an effective public relations plan. It is important to develop a strong understanding of the media and how best to communicate with them.





All the facts should be their, know what to say, and believe that message is important to market, yet never get a single media placement. Could it be the way of communicating?

1. Know the reporter and the publication before picking up the phone. First, build a targeted media list of the publications that may have an interest in what 're pitching, and then determine which journalists should be talking to at those publications. If are pitching a portal story to a technology magazine, for instance, don't begin emailing and calling all of the reporters can find at the magazine. will be wasting time and reducing r chances of coverage by aggravating the staff. Once know who to target, should also find out what he/she has recently written to understand the subtleties of their coverage area. This will help create targeted pitches and story ideas that are both compelling and relevant.
2. Always know how and when a reporter wants to be contacted. Some reporters want phone calls, others prefer email, and still others want news the old-fashioned way – by snail mail. In the case of breaking news, some reporters even recommend that call them on their mobile phone if they can't be reached at their desk. Contacting reporters inappropriately or at the wrong time – such as on deadline – can lead to damaged relationships.
3. Clarify should be theirr message before delivering pitch. There is nothing worse for a reporter than receiving an email that is a carbon copy of a press release, or getting a call from someone that is not familiar with the company they are pitching or the news they are announcing. Develop a bulleted "fast facts" sheet, especially for phone pitches, that outlines key message points. Most reporters are extremely busy and will give only 30 seconds to make case. They will not bite on r idea if do not offer a convincing argument.
4. When sending ideas via email, always include a short, pithy pitch along with contact information. It is important to make the reporter's job as easy as possible so make sure to provide the most important news in the first paragraph. should also include the company's URL, as a reporter will often times visit the company's Web site before calling back. Editors and reporters get hundreds of emails a day, so entice them into calling for more information or, even better, to set up an interview.
5. Be careful what send via email. Never send unsolicited email attachments, as some reporters will be wary of opening them due to virus concerns, and others simply won't take the time. In addition, always craft a catchy subject line but avoid using all caps or excessive punctuation as both tactics produce a red flag that r pitch might be a virus. Finally, never send out a group email with r entire distribution list in the header. It's impersonal and shows a lack of effort on r part.
6. When calling a reporter, introduce rself fully, reference previous conversations to jog the reporter's memory on who are and why 're calling, and ask whether it is a good time to talk. The press gets flooded with calls, so be as specific as possible. The more general are, the less likely r chances for success. As develop a stronger relationship with the reporter, they will know the minute they pick up the phone, making it easier to get their ear.
7. When get a reporter on the phone, always ask what they are working on and how can help. This will allow to uncover new opportunities that will allow to position r news by way of a different point of



view. Also, be sure to provide assistance even if it won't necessarily benefit your company or client today. Eventually, the reporter will come to you with new story opportunities – rather than the other way around.

8. Never make promises you cannot keep. Nothing will squelch a media relationship faster than if you promise something you cannot deliver. Promise to do your best to get the reporter what they need in advance of their deadline, and always follow through. However, if you won't be able to come through, let them know as early as possible.

9. Follow up aggressively. While some reporters will provide coverage after one phone interview, that is often not enough. It is important to be in front of reporters on a consistent basis with compelling information that demonstrates what you are pitching is viable, credible and worthy of coverage. Also be sure to offer reporters the additional elements they would need to round out their story – photos, customer references, analyst references and additional sources, if necessary. You need to be able to provide these elements at the drop of a hat – so have the information ready in advance.

10. Whenever possible, pitch by phone. This will get you better results and allow you to build the relationships you need to ensure consistent success. Plus, it's much easier for a reporter to delete an email or send a quick "no" than it is to hang up on you. When using the phone, leave one message only, and then continue to call the reporter at different times of the day (non-deadline times, of course) until you catch them live. Once you have them on the line, it is much easier to make your case, as you can engage a reporter in a conversation and handle objections as they arise.

## **PR PROCESS IN MEDIA**

### **SELECTING TARGET AUDIENCES**

#### **IDENTIFYING KEY AUDIENCES –**

fans, student-athletes, alumni, the public at large, commercial entities (current or future) and the like - that should be reached and what will interest them. These audiences should match those in the overall marketing plan, although PR might not reach all of them.

#### **IDENTIFYING TACTICS TO COMMUNICATE TO KEY**

##### **AUDIENCES**

Communication tactics may include traditional channels, such as media (television, radio, newspapers and magazines) and Web sites, as well as non-media channels, such as grassroots or "word-of-mouth" by groups that are naturally enthusiastic about the sport or those who have had a positive personal experience with it. Tried and true media tactics include:

- **News releases** - develop a series of news releases that you can distribute to media prior to and during a season



- **Media kit** - in addition to a news release, include background on the sport, a biography on the coaches, student-athletes, etc., and a fact sheet that includes event schedules and locations
- **Guest articles/op-eds** - submit articles written by you or the host institution's athletic director to local papers
- **Deskside visits** - you or the coach visit local media to create connection and dialogue, and generate coverage
- **Local radio and/or local TV media tours** - offer to go on air and talk about the sport to build excitement
- **Public service announcements** - develop 30- or 60-second announcements for on-air personalities to read over the radio
- **News conference** - gather media for a pre-season look at the team Don't underestimate the importance and potential impact of non-media channels. Word-of-mouth can be considerably important in generating enthusiasm for a team, especially in a campus setting. Non-media channels might include:
  - Civic organizations
  - Chambers of commerce
  - Booster clubs
  - Athletic clubs and associations
  - Campus and community leaders

### **SPOKESPERSON:**

Appoint a knowledgeable spokesperson who can talk with media about the team and season. This person should be available for news conferences, phone interviews, on-air interviews, media conference calls, etc.

### **Implementing the Campaign**

#### **MEDIA RELATIONS**

Create awareness and interest in the championship by actively promoting the team to the media.

#### **MEDIA SELECTION:**

Compile a list of media contacts that includes radio, television, Web, and local publications. When selecting media contacts, consider your target audiences and the time it will take media to cover the team; give yourself ample time to "pitch" your story and the media outlet ample time to write/publish or air it.

#### **GENERAL TACTICS:**

- Call or e-mail media contacts to introduce yourself. Ask for a phone or in-person briefing to review/discuss each outlet's interest and plan for covering the season and how you can be a resource



for them. Also, ask for details on deadlines, needs, procedures, including how they prefer to receive news about the team. Listen to their ideas - and offer your own. For instance:

- A menu of story opportunities regarding student-athletes, anticipated milestones, records, etc., economic impact, ancillary events that each outlet can consider for coverage of the team. Your local newspaper might consider enhancing its coverage throughout the sport's regular season to help educate its readers about the sport and some of its top collegiate teams and players. This is especially beneficial for sports that do not receive a lot of media coverage.
  - A media kit that summarizes the event, participants, schedule, etc.
  - Topics for guest articles or on-air interviews by your designated spokesperson.
  - Public service announcements that could be published or aired regarding the championship.
  - News conference schedule.
- Keep each media outlet's goals in mind. If the outlet focuses on men's sports, do not pitch a women's soccer student-athlete for an interview. If the outlet focuses on general news, relate your event to the community, (e.g., the economic impact of the team on the city). Make sure whatever you pitch is news!
  - When emailing media, be concise. Shorter is better. Never send attachments. unless they are requested; embed the copy in the body of your email.
  - Do not call to criticize media. Remember how many people, organizations and interest groups are "battling" for space or airtime.

## PRESS RELEASES

Press releases help inform media of team-related news and events and can serve as a summary prior to news conferences in order to help them frame questions. If a press release contains a great deal of background statistics, then the release is a great tool for journalists who may need additional information to write a complete story. Follow these guidelines when preparing a press release:

1. Think of the press release as a quick look at the highlights of the event or announcement.
2. Never write longer than two pages. Keep sentences short. Keep paragraphs short.
3. Include the five W's - Who, What, Where, When, Why - in the first or second paragraph. The rest of the press release covers "How."
4. Spell every name correctly. Names are misspelled in press releases all too often.
5. Every press release must be typewritten. Leave one-inch margins and double space.
6. Include the name of the contact person at your organization. In case more information is needed, include more than one telephone number and an email address.
7. Do the press release NOW. Old news is useless news. Write it immediately. Email and/or fax it.
8. Find an angle to make your press release unique.
9. If the media outlet chooses to read your news release on the air, or publish it in the newspaper, they probably will shorten it by eliminating the information found at the bottom of the release. So, be sure that vital details are not at the bottom. Rule of thumb: only the first two paragraphs may make it in the newspaper. Make sure the most important information is at the top.
10. If photographs accompany a press release, include a brief caption. Include names, dates and locations for EVERY photograph. Do not write with markers, grease pencils or other substances that may rub off (or smudge onto other photos).



### **Case Study**

#### **How Keyword Advertising helped increase TSJ Media's subscription inquiries**

##### **Business type:**

- Email Newsletter on Venture Capital and M&A deals involving Indian-founded companies worldwide

##### **Goal:**

- Get in front of more prospective subscribers

##### **Business**

- TSJ Media's flagship service [Venture Intelligence India](#) tracks hi-tech industry trends with a special focus on Indian-founded companies. Our fortnightly newsletter, **Venture Intelligence India-Deal Digest**, provides a summary of venture capital, private equity and M&A deals involving Hi-Tech companies founded by Indians around the world.

##### **Approach**

- Subscribers of the Venture Intelligence India service are executives at VC / private equity firms, entrepreneurs looking to raise private equity, and executives at companies (like investment banks) providing services to entrepreneurs and/or investors
- Since the newsletter is quite unique, it was possible for us to drive initial subscriptions through word-of-mouth and through direct marketing. Six months down the line however, we felt the need to cast our nets wider. We therefore decide to try out Keyword Advertising

##### **Background**

- Also called "Paid Search" or Pay-Per-Click (PPC) Advertising, keyword advertising involves placing text-based ad messages (accompanied by links) on web pages with relevant content. The main category of keyword advertising is "Paid Search" under which advertisements are displayed on the "result pages" of search engines when people search for a related "keyword".
- Google Adwords and Overture (now a part of Yahoo!) are the major players in this space. Their networks enable the display of ads in the web's top search engines (including Google, AOL, Yahoo, MSN, Lycos, AltaVista, etc.) and also on content web sites with which they have partnerships. Examples of Google's content partners include the online properties of the Times of India, Hindustan Times and Indian Express groups in India and The Economist, Forbes, and



New York Times internationally. Under content-targeted advertising, Google and Overture automatically analyze the content of their partners' web sites and insert relevant ads.

- Keyword ads are unique in that they find favor with both consumers and advertisers. Since they are contextual and integrate well with the content of the pages on which they appear, consumers find keyword ads relevant and non-intrusive. As for advertisers, with keywords advertising, they need to pay only if their ads result in "click-throughs". (The actual Cost-Per-Click or CPC that each advertiser pays is determined by the competition that exists for the keywords they select. The higher the CPC amount that they "bid", the higher the position of their ads on the search / content web pages.)

## Results

- It took us less than 10 minutes to complete the sign up for a Google Adwords account. In less than half an hour, our ads had begun to be displayed to targeted prospects—who were searching for us!
- We initially made several of the "classical mistakes"—with respect to selection of keywords, the copy in our ad creatives, the CPC rates that we bid and so on. It was quite frustrating to have Google turning off some of our ads (for wrong use of abbreviations, etc.) and slow down the serving of the ads for some of our keywords (since they were not fetching sufficient response). But, since we clearly saw the potential of keyword advertising, we persisted and learnt from our early mistakes. Today, keyword advertising contributes over 50% of the subscription inquiries for our newsletter.
- Along the way, we have benefited very significantly from two features that Google introduced into its Adwords service: content-targeting and conversion tracking. There is quite a bit of debate about the effectiveness of content-targeted advertising versus search-based advertising. Initially, when the number of content partners on Google's network was small, we did not receive much benefit from content-targeted ads. But this picture changed quickly as Google began signing up more and more content partners onto its network: from large sites like Forbes.com, Economist.com, etc. to niche sites that are highly targeted for our audience profile. Google's ever-expanding network has meant that we are able to target potential subscribers—internationally—without having to deal with multiple content web sites.
- This brings us to conversion tracking. When Google introduced its conversion tracking tool in October 2003, we were only too happy to try it out immediately. (In our case, a "conversion" is a web site visitor submitting an online enquiry form requesting subscription details for our newsletter. To enable tracking, we had to insert a small piece of HTML code—provided by Google—into the web page that comes up after visitors submit the enquiry form.) The results were an eye opener, lending credence to the saying "You never know for sure, until you measure". We discovered, for example, that the conversion rates on our content-targeted advertisements were consistently twice that on our search-targeted ads
- Keyword advertising is definitely not the only marketing vehicle that we use. We continue to evolve and use a variety of channels including PR, direct marketing, events, and so on. But as far as our online advertising budget goes, we gladly allocate a lion's share to keyword ads. In October 2003 for instance, we ran a banner advertising campaign on a web site whose audience



profile is very similar to that of our subscriber base. Though the inquiries that this web site generated was (quite co-incidentally) the same as that from Google Adwords, the cost per enquiry was 10 times lower in the case of Google! Yes, you read that right. 10 times! Need we say anything more?

## **PRESS & PRESS RELATIONS**

## **FINANCIAL PUBLIC RELATIONS**

## **P.R & OTHER FORMS OF COMMUNICATION**

### **INTRODUCTION**

- The term “public relation” is often referred to sales promotion, advertising and marketing sometimes it is freely used as publicity, lobbying and even propaganda which in the real sense has nothing to do with PR.
- Then how does PR differ from the above stated forms of communication. We notice some or the major difference between PR and other communication activities. The distinctions made are based on the fact that PR is much bigger activities unlike advertising, sales promotion marketing or publicity.
- Public relation being comprehensive is involved with the total communication process of an organization having to deal with both internal and external publics.

### **MEANING OF ADVERTISING**

- Advertising is a form of persuasive communication with the public. The communion is usually one sided and in one direction, from the advertiser to the public. The members of the public are free to respond to it on their own
- Advertising as a tool of communication is required so that intelligent choices are made.
- Advertisement is mass communication of information intended to persuade buyers to buy the products. it is a commercial communication, because it is used to help assure the advertiser of a long time business life with profitable sales. The communication is speedy permitting an advertiser to speak to millions of buyers in a matter of few hours.
- Advertising is an identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.
- Each advertisement is a specific communication that must be effective, nor just for one customer but for many target buyer.

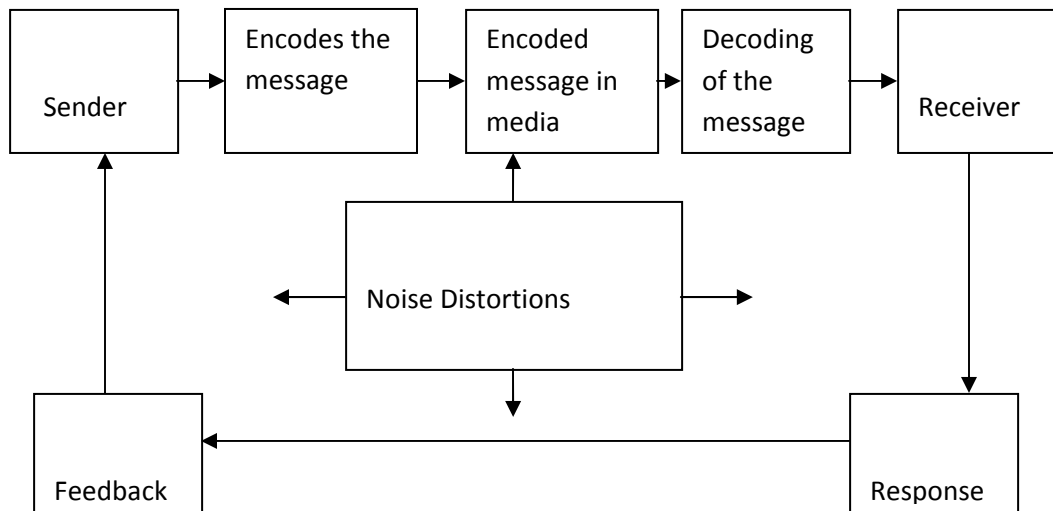
### **DEFINATION**



- According to prof. WILLIAM E. FRANCOIS, “communication is an act, or process involving transmission of information, ideas, emotion, skills etc. by the use of verbal or nonverbal means (words, pictures, figures, graphs, gestures, facial expressions).”

### COMMUNICATION PROCESS

- In communication process there is transmission of message from the sender to the receiver.
- Understanding of the message is the end result of communication process. The message is transmitted through certain media or channels. The response to the message is known by receiving the feedback from the recipient of the communication. Sometimes the communication is distorted by noise element. At such times communication fails to accomplish its purpose.



- The source of message is the sender. The message is put in a symbolic form, say a letter or advertising copy. It is called “encoding”. The message is carried by the media say the postal department or newspaper or TV.
- The message is received by the receiver who shows a particular response which is communicated back to sender.

In order to be effective the message must accomplish three tasks.

1. It must be understood.
2. It must gain the attention of the receiver.
3. It must stimulate the needs of the receiver and suggest appropriate method to satisfy these needs.

The sender must be aware and skilful in encoding the message, taking into account how the receiver or the audience is going to decode the message. As the sender wants the receiver to understand the message he must know about the receiver before the message is designed. The order puts the message





through different media reach the audience the response of the silence is known by developing the feedback channels.

The communication process is a complex one, however it has been aptly described by Prof. HAROLD D. LASSWELL by posing the following set of questions who states what and in which channel, and to whom and with what effect.

1. Who refers to the communication or sender of the message?
2. Says what? Refers to a message.
3. In which channel? Refers to the type of mass media.
4. To whom? Refers to the receiver or the audience.
5. With what effect? Refers to the impact of the audience.

### **MARKETING COMMUNICATION**

- Modern marketing is the management of the four p's i.e. product, price, promotion and place. The entire marketing process has a large content of communication. For an example the product communicates a distinctive image such as glamour, prestige or youthfulness. The brand name communicates the sense of convenience and beauty and price communicates the quality of the product. The buyers and seller communicate through the distribution channel. Thus each element of the marketing mix helps or hinders communication.
- The most important element of the marketing communication is the planned promotional communication.
- The marketing communication mix which is also called promotion mix consists of five major tools.
  1. Advertising.
  2. Sales promotion.
  3. Personal selling.
  4. Publicity.
  5. Public relations.

### **WHAT DOES ADVERTISING COMMUNICATE?**

1. Notice of existence: advertising communicates the existence and availability of goods and services. The informative function of advertising consists in informing the consumer about the existence of need satisfying products and services and their availability, and general utility etc.
2. Notice of want satisfying qualities: as a tool of communication advertising informs the consumers about the qualities possessed by the goods and services.
3. Supply of adequate information: the information in the advertising message should be adequate enough to serve the need and the requirements of those, who seek guidance in their purchase problems.



4. Impact of consumer education: advertising provides knowledge to the consumers about the existence and qualities of goods and services and where and how they are available. Conflicting advertisement create doubts in the minds of consumer and which helps them to examine the pros and cons of alternative choice and weigh before making a final choice.

Advertising as a tool of communication does the following.

- Creates awareness.
- Develops appropriate brand image.
- Create favorable impact on the buying behaviors of consumers.
- Creates close association of consumers with specific brands.

#### **ROLE OF ADVERTISING IN THE MODERN BUSINESS WORLD**

- Facilitates communication and persuasion: advertising provides information to lakhs of consumers spread over a large marketing area. It acts as line of communications between manufactures and traders on one hand consumers on the other hand.
- Importance of being universally recognized: the constructive role of advertising in promoting bu&usiness and in offering better life and welfare to the consumers and the society at large is universally recognized. Due to large production, market competition and need to attract consumers through information and persuasion, advertising is must.
- Provides mutual benefits: advertising helps to give better services and satisfaction to consumers along with the expansion of business, it is for the benefits of both the parties.
- Raises standard of living: advertising raises the standard of living of the people they are given information and guidance regarding goods and services, buying decision and market competition.
- Create employment: advertising facilities the process of economic growth by creating employment opportunities in advertising and also in other fields.
- Entertain people: advertising provides entertainment to people along with information and guidance. Radio and TV advertising is supplemented by sponsored programmes that includes serials, like singing competitions music programmes, etc.
- **INTEGRATED MARKETING COMMUNICATION**
- Integrated marketing communication is a concept of marketing communications planning that recognizes the add value of a comprehensive plan evaluates the strategic roles of variety of communications disciplines.
- The key idea behind IMC has varies strengths and weakness and that has to be combined with other elements of communication mix in an integrated and consisting way. Also the remove the weakness and create high awareness and favorable attitude.

#### **ADVERTISING AND SALES PROMOTION**



- The American association defines sales promotion as activities other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as display, show, exhibitions, demonstrations and various non recurrent selling efforts not in the ordinary routine.
- Sales promotions are those promotional activities that supplement both advertising and personal selling. Advertising and sales promotions compliment each other and are interdependent. Sales promotion offer is advertising become effective when it carries a sale.
- Advertising is indirectly concerned with sales. It either informs or persuades or remains about a product or service. Sales promotion is short term approaches direct approaches are expects an immediate response from the public in terms of sales.

#### **COPORATE COMMUNICATION:**

- In the 90's the business needed to communicate positively in terms of clarity of identity to a wide range of people. Communication is not limited to PR only. It includes crisis management. Advertisements communicate an idea or a message or a belief. If the media audience accepts the message and is motivated to take the required action, it is only then that an advertisement would be effective.

#### **MODEL OF ADVERTISEMENT**

- Several models have been developed which have identified the sequence of events that must take place between the receipt of message and the desired action.
- The AIDA model was suggested by E.K.Strong in his book "The psychology of selling ". The term AIDA is an acronym derived from the four words:

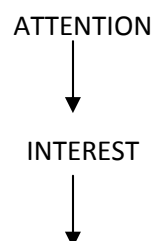
**A: Attention**

**I: Interest**

**D: Desire**

**A: Action**

The ADIA process is shown in a diagram





DESIRE



ACTION

➤ **A- Attraction:**

An advertisement is a selling message. In order to attract the attention of the reader, it is necessary to provide relevant information. There are many methods of attracting the attention of the reader. The important factors that directs the attention to an advertisement are:

- 1} Size or space
- 2} Action or movement
- 3} Co lour
- 4} Constant or variation
- 5} Position
- 6} Personality

The position in the advertisement also adds to its attention value. Celebrities, and models in the advertisement also contribute to the attention factor.

➤ **I=Interest**

Once the buyers' attention is attracted, his interest must be maintained. As attention should favorable, interest should also be favorable. All good advertisement start with a point of interest. For establishing interest the advertiser makes use of several psychological appeals, such appeal to his wants, appeal to economy, sense of comfort etc.

James Norris presents some interest which a copywriter should keep in mind before writing a copy at this stage. The interest in-

- 1} Making money
- 2} Being happy
- 3} Being proud of your self
- 4} Making a good home
- 5} Having a good Health

The above interest arouses are the basic needs and desire which most of us posses in varying degree. A copy writer can successfully arouse interest by using consumer motivators.



➤ **D- Desire**

The main task of advertising is transformation of an interest into a desire in the consumer mind. Creating desire means convincing readers, giving him an excuse to buy. The customer must have a benefits in the claims made by the advertiser. There are different methods of imparting conviction and gaining belief. Some of them are as under.

- 1} Start with the truth
- 2} Appeal to the consumer buying motives
- 3} Appeal to the buyers reason
- 4} Use of testimonials
- 5} Use of Guarantee.

➤ **A-Action**

The logical end of the desire aroused is to buy the product. In this stage the target audience is exposed to the message, which when received by them causes cognitive response awareness.

The interest and desire stage are the effective stage which affect the attitude and brings about an intention to buy. The final action stage is the behaviors stage.

### **COMMUNICATING WITH VILLAGERS**

- Today radio and T.V. are the only practicable means of reaching a significant proportion of village population. Television is the most powerful means of communication in the context of our literacy level. The vast sums of money spent on television advertising by many companies in the developed world are an indication of the immense impact of this medium on the consumer network.

### **ROLE OF PR IN DEVELOPING A CORPORATE IMAGE**

- Image is basically a mental representation or a conception. Public relation no doubt is involved in the work, but the building of an image i.e. reputation building is not the exclusive preserve of any one communication department.
- The practical way to project a clear persuasive corporate image being by focusing on the corporation itself. Each phase of a corporation activity adds meaning to the picture in the minds of the people.
- A public relation 'image building' programme needs to be developed in the light of each company's circumstances and the business has basically to cover the who's and what's the why, where's and when's of a company.



## PR AND ADVERTISING

- Advertising is a commercial, persuasive activity aimed at promoting a specific idea or viewpoint, product or an institution through the use of mass media. Advertising presents the most persuasive possible selling message to the right prospect for the product or service at the lowest possible cost. There are many instances when an advertisement is preferred to “free publicity”. The following are few examples.

1} An ad can accommodate much more material than a press release and it is not altered for proved mercilessly by editorial staff.

2} In order to have a bigger turn-out for an event, advertising is of a greater help than any other form of communication including public relation.

- An advertisement through any media will not enjoy same respectability as news coverage would. The following are the relative advantages and factors in one’s favour or against:

1} Every organization irrespective of its nature is involved in public relation. Advertisement may or may not be used by an organization. For an example hospitals, and social service organization may not advertise every now and then, but they will have to use PR in big way at every step.

2} Advertising is limited to special selling and buying task and hence require less time. On the other hand PR demands more time and efforts than advertising. In case of advertising the basic jobs of conceptualizing, producing, space buying etc. can be fully delegated to agencies whereas such total hiring of agencies for absolute PR function cannot be conceived. Advertising agencies have come to realize the value of PR and that is the reason for forming PR cells in major ad agencies abroad and now in India.

3} PR is not built overnight, it is long term policy measure. It also dose not come free of cost. The comparative cost cannot be assessed in terms of ad rates for PR expense.

There is no reason for advertising and PR to work at cross purposes, although they can have their separate fields of operation. Public relation can use advertising as weapon or a tool. It can effectively use advertising to fulfill its Owen purpose. In the present area PR and advertising are now joining force towards common objectives. There are many example available where advertising and public relation work together as a single communication group.

## PUBLICITY AND PR

- Publicity is a particular manner of information projection through various media of mass communication about an organization, product, event or issue to influence public opinion. Publicity can be negative whereas Public Relation is always positive.



- PR can never be based on wrong information. Since the role of public relation is to enhance public opinion it can never be negative. In many of the organization the PR person are asked to mend the damage caused due to negative publicity.
- In the same way PR person to highlight the organization achievement. In the olden days the PR function used to include publicity in a big way. Today the case is reverse. PR may use publicity but it is only a small part of a very much larger public relation activity.

### **PR AND SALES PROMOTION**

- In simple words sales promotion means “making special efforts in order to make sale”. It may be defined as “the bridge between advertising and sales, assisting media, advertising and personal selling to clinch the sale”.
- According to Roger A. Strang of the University of Southern California “sales promotion are short-term incentives to encourage purchase or sales product or service”. Whatever the definition, all sales promotion bears the communicative aspect of marketing. Promotion is an effort to make the public aware of the available product or service. Sales promotion is not PR. But public relation can extend good support in the competent execution of sales promotion campaign.

The following are some examples:

**1}** Many sales promotions have failed due to dull presentation. PR can make it interesting by infusing a high level of imagination and creativity in to promotion as well as in to advertising for promotion.

**2}** Effective sales promotion requires a lot of skill, creativity and a keen sense of market environment. PR through its experience and training can asset in promoting activities, which try to stimulate sales through persuasive communication.

### **PR AND MARKETING**

- Marketing is not a direct function of PR but like advertising both functions go hand in hand the interest pf business. PR will help to assess the customer attitude towards a product and also the public attitude to the company producing it.

The following is the role of PR in marketing:

**1}** Marketing is concerned with customer but public relation is concerned to much wider range of stakeholders than customer above. However, a PR effort is directed towards winning customer goodwill on long term basis.

**2}** In the total marketing efforts public relation can play an increasing role by helping in organizing exhibition and fairs, press relation and producing films and bringing out literature that is persuasive.



3} Normally negative feedbacks are ignored by marketing people, as it is unpleasant in its implication. Market education can be an important PR contribution on which the success of marketing efforts sale promotion and advertising campaign may depend.

The PR person enjoys a unique position to provide appropriate feedback to the organization by his ability to analyses underlying motives of the customer.

### **EVALUTING THE EFFECTIVENESS OF PUBLIC RELETION**

- The result produced by public relation portion is intangible and cannot be set out in figures. They can be evaluated by an eyes and ears.
- A great deal of time, money and efforts will have to be spent if the price of the corporate reputation is to appear on the balance sheet as tangible asset.
- The reputation of a person, Government, corporate body or an institution vary over a period of time. So a check has to be made each year in order to see if the reputation was lower or higher;
- If the reputation was higher due to big advertising and publicity then the cost of advertising campaign would have been a tangible asset. The same consideration applies to a public relation campaign.

### **CASE STUDY**

#### **Mazda Gets Moving**

- Mazda has been selling cars and trucks in the highly competitive US market for more than three decades. Its various models have received high marks from consumer in areas such as styling, performance reliability and value. The sporty models like Rotary Engine RX-7 and Miata Roadster helped the company sell nearly 4 lakh vehicles per year in the US during the period 1980 to 1993. However during mid's-90. Mazda embarked on an ill-convinced expansion including 6 new models in less than a year and there was lack of focus in its marketing and advertising plan. From 1994 to 1997. Mazda's US sales dropped nearly 70%, reaching an all time low in 15 years. The new president of Mazda said, he found an inefficient company with an "image that was bouncing all around". Most of the ads for various models touted the prices and functional features with little attention being given to image and position. A change in marketing strategy and advertising philosophy was inevitable to regain its strong position.
- To begin its recovery, a new marketing strategy was developed that call for Mazda to refocus its efforts and target a younger generation of drivers who appreciate cars with sporty features and want to make a statement about themselves with there car. Mazda required a new agency. 'Doner and Co'. The new agency was given the task of building an image that would capture Mazda's overall personality and set its vehicles apart from other. It was also asked to develop a





theme that could be used for Mazda brand rather than trying to establish a separate image for each model.

- Doner developed a simple but powerful slogan for Mazda “GET IN BE MOVED”. The slogan is seen as more than just a tagline it is a brand promise. Mazda’s Marketing Manager notes, “It an invitation to the consumer, a motivation and a promise that you come to Mazda, you get in and we promise that will be moved by what our cars have to offer . Mazda uses T.V., Radio, Magazine, Newspapers, Billboards, and Internet for its ads. It sponsors motor sports. Offer sales promotion incentives for dealers and sales forces. Publicity is generated through press release and PR activities as well as product placement in movies and T.V. show.
- In essence, it is a major departure from the traditional advertising and other promotional activities. In fact, it is using integrated marketing communications approach. It is an excellent example of a well planned and executed marketing communication strategy. The new, “GET IN BE MOVED” campaign helped in higher sale during 2000 and 2001. Mazda appears to be on the move again. In the process. Doner gets moved as the agency has breathed new life in to Mazda.

1} Why did the advertising themes fail during mid-90?

2} How did the new agency Doner breathe new life into Mazda?

3} “GET IN BE MOVED” is a brand promise. Elaborate.

#### **SOLUTION :**

1} The advertising themes failed during the mid-90’s because most of the ads for various models touted the prices and functional features. Very little attention was given to the image and personality. A favorable brand image is an asset of a manufacturer. It creates consumer loyalty and provides the wide market. Every manufacturer has to create favorable brand image of his product.

2} The new agency Doner developed a simple slogan for Mazda “GET IN BE MOVED”. The agency used integrate marketing communication approach to breath a new life into Mazda. It used T.V., Radio, Magazine, Newspaper, billboards etc. for its ads. Publicity is generated through press relation and PR activities as well as product placement in movies and T.V. show.

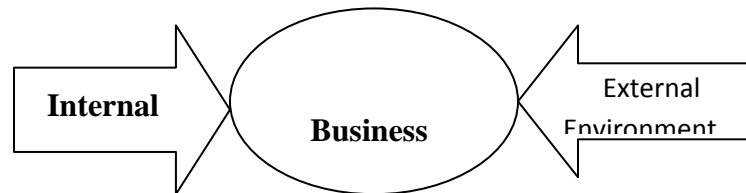
3} “GET IN BE MOVED” a slogan developed by Doner is seen as more than just a tagline, it is a brand promise. It’s an invitation to the consumer, a motivation and a promise that. If the customer comes to Mazda and gets in the company promise that the customers will be moved by what their cars have to offer. The company making special efforts for maintaining favorable brand image in case of their product. All advantage of branding only when the brand is popular with consumer.



## SOCIAL RESPONSIBILITY OF BUSINESS & P.R

### Introduction to Corporate Social Responsibility

- Business as it is said, is a product of environment. The nature of business, location, the product to be manufactured, the size, volume of operation, etc is determined by the environment in which it operates.
- Similarly it has an impact on the environment in which it exists. The business decisions in an organization completely depend upon the environment and their impact. The environment can be divided into:
  - Internal Environment
  - External Environment



- Social Responsibility of business refers to what business does over and above the statutory requirement for the benefit of the society. The word “responsibility” emphasizes that the business has some moral obligations towards the society.
- The term corporate citizenship is also commonly used to refer to the moral obligations of the business towards the society. It implies that like individuals, corporates are also the part of the society and their behavior shall be guided by the social norms.

Social Responsibility has been defined by Davis as follows:

- “Social responsibilities refer to businessman’s decision and actions taken to reason at least partially beyond the firm’s direct economic or technical interest.”

Still broader view has been suggested by Andrews when he says that:

- “By social responsibility, we mean the intelligent and objective concern for the welfare of the society that restrains individual and corporate behavior from ultimately destructive activities, no matter how immediately profitable, and leads in the direction of positive contributions to human betterment, variously as the latter may be defined.”
- There has been a growing acceptance of the plea that business should be socially responsible i.e. it should discharge its duties and responsibilities in enhancing the welfare of the society of which it is an integral part.



H. S. Singhania classifies CSR into two categories:

- The manner in which a business carries out its own business activity.
- The welfare activity that it takes upon itself as an additional function.

### **WHY SOCIAL RESPONSIBILITIES OF BUSINESS?**

“Why should business be concerned about social responsibilities?” is a question that has attracted the attention of many thinkers, both from academics as well as from practitioners. There have been arguments and counterarguments in favour of and against social responsibility of business.

#### **Arguments against Social Responsibility:**

1. Profit maximization:

The first and the most important argument against CSR is that a business organization's primary objective is profit maximization. Since business operates in a world of poverty and hunger, the economic efficiency of the business is a matter of top priority and should be the sole mission of business. Its function is economic and not social and economic values should be the only criteria used to measure success.

2. Society has to pay the cost:

Another argument is that the costs of social responsibility will be passed on to the society and it is the society, which has to bear its cost. The question is whether the society can afford these costs?

3. Lack of social skills:

Business managers are best in managing matters related to business. They are not equally good at solving social problems. If society is going to depend on someone to work with social problems, why choose a group, which is not qualified to do it.

4. Lack of accountability:

Another point of view is that business has not direct accountability towards the people, so it is unwise to give the businessman the responsibility for areas he is not accountable. Until the society can develop mechanisms, which establish direct lines of social accountability from business to the public, it should pursue its goal of profit where it is directly accountable through the market system.

5. Friedman's Views:

The most convincing criticism has been voiced by the economist Milton Friedman. Friedman based his arguments on two principal contentions, one economic and one legal. From the economic perspective, he asserted that if managers spend corporate funds on projects not intended to maximize profits, the efficiency of the market mechanism will be undermined and resources will be misallocated within the economy.



On the legal side, Friedman contended that because managers are legal agents of the stockholders, their sole duty is to maximize the financial return to the stockholders. Hence if they spend corporate funds for social purposes they are essentially stealing from the stockholders.

### **Arguments for Social Responsibility:**

#### **1. Changed Public Expectations of Business:**

One of the most potent arguments for social responsibilities is that public expectations from business have changed. It is reasoned that the institution of business exists only because it satisfies the valuable need of the society. Society gave business its charter to exist, and the charter can be amended or revoked at any time that business fails to live up to society's expectations. Therefore, if business wishes to remain viable in the long run, it must respond to society's needs and give society's needs and give society what it wants.

#### **2. Public Image:**

Another argument in favor of social responsibility is that it improves public image. Each individual firm seeks an enhanced public image so that it may gain more customers, better employees more responsive money market and other benefits. Firms which seek better public image should support social goal.

#### **3. Avoidance of Government Regulation:**

It seeks to regulate business in the public interest. Government regulation is costly and denies the much needed freedom in decision-making. Before government stretches its long arms, business should discharge its obligation to society.

#### **4. Business has the Resources:**

Another argument for social responsibility is that business has a vast pool of resources in terms of men, talents, fictional expertise and money. Probably, business is without peers in respect of the resources it possesses. With these resources at its command, business is in a better position to work for social goals

#### **5. Prevention is Better then Cure:**

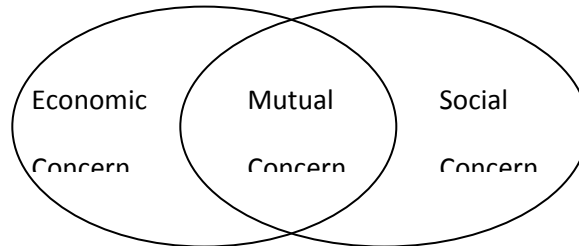
If business delays dealing with social problems now, it may find itself constantly occupied with social problems now, it may find itself constantly occupied with putting out social fires so that it has no time to accomplish its goal of producing goods and services. Since these social problems have to be dealt some time, it is actually more economical to deal with them before they develop into serious social breakdowns that consume management time.

#### **6. Citizenship argument:**

If individual members of society have an obligation to improve society, corporations also have this responsibility. After all, corporations unlike citizens are created by the society. Corporations are citizens and citizens have civic duties and responsibilities.



The proponents of social responsibility say that the old concept of profit maximization has vanished and even economists have accepted it. They have substituted profit maximization with satisfactory profit. Today, business decision – making is a mixture of altruism, self interest and good citizenship. Managers do take actions, which are in the social interest even though there is a cost involved and the connection with the long-range profit is quite remote. Therefore, the responsibilities of a business can be represented as follows:



The figure shows that though there may be some clearly distinct economic and social goals of an organisation, there is always a common area. This is the area that provides a realistic view of the social responsibility of a business

## CODE OF ETHICS IN P.R

### What is Ethics?

The term Ethics is derived from the Greek word 'ethos' which refers to character. The term ethics refers to a code of conduct that guides an individual while dealing with others. It relates to social rules and cardinal values that motivate people to be honest in dealing with others. Ethics direct human behavior and also differentiates between good and bad, right and wrong fair and unfair human behavior or actions.

### What is business Ethics?

Business Ethics refers to the system of moral principles applied to business activities. It deals with morality in the business. There should be ethics behind every business activity. This means business activities should be conducted according to certain self recognized moral standards. Business ethics refers to a code of which businessmen are expected to follow while dealing with others. The coverage of business ethics is very wide as it deals norms relating with customers, shareholders, employees, dealers, Government and competitors. These are, in fact, different areas of business ethics.

Business ethics is a part of social responsibility which the businessmen have to honour in practice. According to Wheeler "Business Ethics is an art or science of maintaining harmonious relationship with



society, its various groups and institutions as well as reorganizing the moral responsibility for the rightness or wrongness of business conduct.”

According to Dr. C.B. Mamoria and Dr. Satish Mamoria, business ethics is defined as “businessman’s integrity so far as his conduct or behavior is concerned in all fields of business as well as towards the society and other business.

#### **Factors of Business Ethics:-**

1. Code of conduct;- it is the code of conduct which businessmen should follow while conducting their normal business activities.
2. Moral and social values:- it is based on well accepted moral and social values. It suggests moral principles/rules of conduct for businessmen. They include self-control, service to society, fair treatment to social groups and not to harm/exploit others.
3. Protection of social groups:- business should give priority to social interest or social good. Such ethical approach creates good name and status to business and facilitates its expansion.
4. Provides basic framework:- it provides basic framework within which business should be conducted. It suggests legal, social, moral, economic and cultural limits within which business is to operate. It suggests what is good and what is bad in business.
5. Needs willing acceptance for enforcement :- it cannot be enforced by law or by any other force. It must be accepted as self discipline by businessmen. It should come from within
6. education and guidance required for introduction:- businessmen should be given proper education, guidance and training in order to motivate them to follow ethical business practices.
7. Not against profit making:- it is not against profit making. However, it is against profiteering by cheating and exploiting consumers, employees or investors. It supports expansion of business activities but by fair means and not through illegal activities or corrupt practices.
8. Act as ‘*summum bonum*’ of human life:- it passes judgments of value upon human actions with reference to the moral values. Judgment of value are judgment of what ought to be. Such judgments may be different from the judgments of facts as they are judgment of what is.

#### **Role of Ethics in business:-**

“Good Ethics is good business”, this quotation/slogan/observation suggests the importance of ethics in business. It provides protection, justice and fair treatment to all social groups. In addition, ethical business expansion and growth. Ethical business is equally profitable. Businessmen should therefore support the concept of business ethics.

Business ethics is important to business community, consumers and the society at large. Businessmen have economic power which they can use for making the life of people happy or miserable. Businessmen should conduct business in a fair and ethical manner and make people happy. They may earn quick profit through unethical business practices. Along with this they may also invite



consumer displeasure, government control and non co-operation from the employees. These factors harm the future prospects of business.

The slogan “Good ethics is Good business” has special significance/relevance in India. Ethical business is useful to businessmen and also to the society. Businessmen should act as a friend and well wishers of consumers. This is possible when they avoid the exploitation of different social groups but offer protection and support to them. It is rather unfortunate that in today's world, moral and ethical scruples fall prey to neglect and finally decay.

It is always desirable to strike a balance between economic performance and social performance of a business unit. Business ethics facilitates such balance. Businessmen should decide what is socially good and what is socially undesirable and act beneficial to them and to the society at large. Business also gets public support when it is conducted in a fair manner.

Business ethics is important as it has wider social significance. It is important as it offers advantages to businessmen, consumers and employees. It provides advantages to businessmen/management like it provides favourable social image, guidance to businessmen, social consciousness, fair business etc. and advantages to consumers like consumer protection, control of business practices, protection to environment etc. it also provides advantages to employees such as fair deal, fair wages, fair treatment, benefit of profit sharing etc.

#### **Need of ethics in business:-**

It is a fact that many undesirable and unethical practices entered in the business field along with its growth and development. Market competition, large scale production, lust for money and economic power are some major factors responsible for the down fall of the ethical values in business. Conduct of business activities on unethical principles is harmful to the society and also to the businessmen in the long run. Ethical principle and values should be introduced in the business. The following points justify the need of ethics in business.

1. Checking business mal practices:- it needed to make business activities fair to consumes. It checks business malpractices and offers protection to consumers.
2. Improving consumers confidence:- it is needed in order to improve the confidence of consumers as regards quality, price, reliability etc. of goods and services supplied.
3. Making businessmen conscious of social responsibilities:- it is needed in order to make businessmen conscious as regards their duties and responsibilities towards consumers and other social groups. The old fashioned slogan that the business of business is business is no more valid. Businessmen have to accept certain social responsibilities for their benefit and also for the welfare of the society.
4. Safeguarding consumer rights and social welfare:- it is needed for the protections of rights of consumers at the business level. It is also needed for raising social welfare.
5. Protecting other social groups:- it is needed in order to protect the interests of all those concerned with business – the employees, shareholders, dealers and suppliers. It avoids their exploitation through unfair trade practices.



6. Developing cordial relations between business and society:- it is needed in order to develop cordial and friendly relations between business and society. It is also needed for social recognition and support to business.
7. Creating good image of business:-it is needed to create a good image of businessmen in the society and also for avoiding public criticism. Ethical business gets public support while unethical business is criticized by all.

### **PUBLIC RELATION CODE OF ETHICS**

International Code of Ethics for Public Relations as adopted by the Public Relations Society of India at the 1st All India Public Relations Conference, New Delhi, April 21, 1968.

CONSIDERING that all Member countries of the United Nations Organization have agreed to abide by its Charter which reaffirms "its faith in fundamental human rights, in the dignity and worth of the human person" and that having regard to the very nature of their profession, Public Relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Chapter.

CONSIDERING that, apart from "rights", human beings have not only physical or material needs but also intellectual, moral and social needs, and that their rights are of real benefits to them only in so far as needs are essentially met,

CONSIDERING that, in the course of their professional duties and depending on how these duties are performed, Public Relations practitioners can substantially help to meet these intellectual, moral and social needs, And lastly, CONSIDERING that the use of techniques enabling them to come simultaneously into contact with millions of people gives Public Relations practitioners a power that has to be restrained by the observance of a strict moral code.

On all these grounds the Public Relations Society of India hereby declares that it accepts, as its moral charter the principles of the following Code of Ethics, and that if, in the light of evidence submitted to the Society, a member of this Society should be found to have infringed this Code in the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty.

Accordingly, each Member of this Society - **SHALL ENDEAVOUR :**

- To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under "Universal Declaration of Human Rights";
- To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed, and also





give him an awareness of his own personal involvement and responsibility and of his solidarity with other members;

- To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact and
- To bear in mind that because of the relationship between his profession and the public, his conduct - even in private - will have an impact on the way in which the profession as a whole is appraised.

#### **SHALL UNDERTAKE**

- To observe, in the course of his professional duties, the moral principles and rules of the "Universal Declaration of Human Rights";
- To pay due regard to, and uphold, human dignity, and to recognize the right of each individual to judge for himself;
- To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views;
- To act, in all circumstances in such a manner as to take account of the respective interests of the parties involved: both the interests of the organization which he serves and the interests of the publics concerned;
- To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employees, past or present and of all the publics that are affected by his actions.

#### **SHALL REFRAIN FROM**

- Subordinating the truth to other requirements;
- Circulating information which is not based on established and ascertainable facts;
- Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity;
- Using any "manipulative" methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.



## **CODE OF PROFESSIONAL STANDARDS FOR PRACTICE OF PUBLIC RELATION**

Members of the Canadian Public Relations Society, Inc. (the "Society"), pledge to uphold the letter and spirit of this Code of Professional Standards. Members will ensure that any breach of this Code by fellow Members is reported to the Society authorities in accordance with the Regulations of the Society. Any breaches of the Code will be dealt with at either the national or Member Society level according to the decision of the National Judicial Review Committee.

Society members shall strive to improve their individual professional proficiency and advance their knowledge and competency through continuing research and professional development. Paramount in this respect is the achievement of professional accreditation by each member which should be sought actively within seven years of joining the Society.

A member shall practice public relations according to the highest professional standards.

1. Members shall conduct their professional life in a manner that does not conflict with the public interest and the dignity of the individual, with respect for the rights of the public as contained in the Constitution of Canada and the Charter of Rights and Freedoms.
2. A member shall deal fairly and honestly with the communications media and the public.
3. Members shall neither propose or act to improperly influence the communications media, government bodies or the legislative process. Improper influence may include conferring gifts, privileges or benefits to influence decisions.
4. A member shall practice the highest standards of honesty, accuracy, integrity and truth, and shall not knowingly disseminate false or misleading information.
5. Members shall not make extravagant claims or unfair comparisons, nor assume credit for ideas and words not their own.
6. A member shall deal fairly with past or present employers/clients, with fellow practitioners, and with members of other professions.
7. Members shall not intentionally damage another practitioner's practice or professional reputation.
8. Members shall understand, respect and abide by the ethical code of other professions with whose members they may work from time to time.
9. A member shall be prepared to disclose the name of their employer or client for whom public communications are made and refrain from associating themselves from anyone that would not respect such policy.
10. A member shall be prepared to disclose publicly the name of their employer or client on whose behalf public communications is made. A member shall also not associate themselves with anyone claiming to represent one interest or professing to be independent or unbiased, but actually serving another or undisclosed interest.
11. A member shall protect the confidences of present, former and prospective employers/clients.



12. Members shall not use or disclose confidential information obtained from past or present employers/clients, without the express permission of the employers/clients or upon the order of a court of law.
13. A member shall not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.
14. Members shall not permit personal or other professional interests to conflict with those of an employer/client without fully disclosing such interests to everyone involved.
15. A member shall not guarantee specified results beyond the member's capacity to achieve.
16. Members shall personally accept no fees, commissions, gifts or any other considerations for professional services from anyone except employers or clients for whom the services were specifically performed

## MEDIA & MEDIA PLANNING

### WHAT IS MEDIA?

- In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.
- Computer media can be hard drives, removable drives (such as Zip disks), CD-ROM or CD-R discs, DVDs, flash memory, USB drives, and yes, floppy disks. For example, if you want to bring your pictures from your digital camera into a photo processing store, they might ask you what kind of media your pictures are stored on. Are they on the flash memory card inside your camera or are they on a CD or USB drive? For this and many other reasons, it is helpful to have a basic understanding of what the different types of media are.

### TYPES OF MEDIA

The media are classified into two categories:

- **Above-the-line media** : press, TV, outdoor, posters, cinema and radio. The recognised agencies get commission from these media.
- **Below the line media**: those who do not give commission to the ad agency. Examples are direct mail, exhibitions and sales literature.

### MEDIA CLASSES/VEHICLES

A. Print media :

**Newspapers:** (a) daily (b) weekly (c) Sunday (d) weekend supplement

**Magazines:**

(a) consumer magazines: general interest or special interest.



**(b) business publications:** trade publications, institutional publications, etc.

B. Electronic media:

1. **Radio:** RADIO MIRCHI, RADIO CITY, ETC.
2. **TELEVISION:** channels like ZEE, AAJ TAK, STAR NEWS, etc.
3. **Narrow cast media:** video and cable TV, cinema, ad films.

C. Outdoor media:

D. Transit advertising media

E. Other media:

1. **Specialty media:** t-shirts, caps, etc.
2. **Direct marketing.**

## PRINT MEDIA

Advertising in the print media is the oldest and largest in terms of advertising billing. More than 50% of the space is devoted to the print ads. The print media has two sources of income :

- Circulation and subscription and
- Advertising revenue.

## Newspapers

- Newspapers can also be classified as regional, local, national, etc.
- Each newspaper has its target audience. For example ECONOMIC TIMES targets businessmen and the student community, INDIAN EXPRESS targets people who want quality news, MID-DAY targets people with funky attitude, etc.
- The marketers need to identify various target audiences and then use it as a medium of communication.

## Advantages Of Newspaper Advertising:

- Local advertising possible: Newspapers have a lot of ads which are local and help the companies to communicate with the local people. Only a few ads are national. E.g. in the Mumbai edition of TOINS there are a lot of local ads like MARS RESTAURANT, IMS CLASSES, etc.
- Inexpensive medium when used selectively.
- Wider reach in the future: due to the increasing literacy levels in INDIA, people have started reading newspapers. This is a good sign and the marketers would find it easy to reach wider audience. For



instance TOINS has become the largest circulating English newspaper in the world. This would lead to a larger audience.

- System of tabloid inserts are gaining popularity. A multi page tabloid is inserted in the newspapers and then is distributed by the news agencies along with the dailies. Although the newspapers charge a fee, the fee is very nominal.
- Reinforcement medium: the ads that appear in television hardly lasts for about 45 seconds. The brand features can be reinforced on the minds of the people through print ads. This is because when the people read newspapers they tend to look at the advertise very keenly. Thus they start building opinions about the brand. For instance, the LG microwave ads were first shown on the television which was then followed in the media.

### **Disadvantages Of Newspaper Advertising**

- Short life span: it only when the reader is reading the newspaper does he have a look at the advertisement carefully. But after the newspaper is read then the person tends to remember very little about the ad.
- Quality of paper used: if the quality of the paper used is of bad quality then the print ad appears in bad shape. This would downgrade the quality of the ad. Using better quality paper can solve this. But the cost might increase. Some of the local language dailies use very bad quality of paper.
- Strategically awkward positions: sometimes the ad is not positioned in an area which is highly visible. Such ads go unnoticed. If you try to put it in a strategic position then your costs may increase.
- ROP BASIS : sometimes the advertisement is placed on run-of-paper basis, which means that the newspaper has the right to place the ad according to its own discretion.
- Informal reading: newspapers are generally read casually. They are read in a hurry. People might skip over an advertisement.
  - Clutter problem: sometimes the newspaper is so full of ads that the noticeability is very low. In such a case the ad loses its value.

### **Magazines**

- Most magazines are weekly or fortnightly or monthly. They are in many ways different from newspapers. The major difference being the class of people catered to. While newspapers cater to the mass, magazines have a niche audience. For example TOINS is circulated to 10 lakh people daily , while a magazine like BUSINESS WORLD has an audience that has interest in knowing about the current business happenings. A newspaper is read daily or on the day it appears while the magazine is read over a long period of time.

### **Advantages of magazine advertising:**



- Attention of the readers: as the magazine is read over a period of week, fortnight, etc. they tend to attract the attention of the readers. They are read not at one sitting but at various time intervals. Therefore the reader tends to look at the ad frequently.
- Quality of paper: the quality of paper that is used in magazines is very good and the ad looks very attracting. The colour and art is clearly reproduced.
- Good supplement to TV: magazines reach special target groups which is not possible only through TV ads. It provides more information to the interested audience.
- High growth rate of special interest magazines have led to a spurt in the ads appearing in the magazines.

#### **Disadvantages of magazine advertising**

- Time limitation: for the ad to appear in the magazine the ad has to be planned in advance which is very time consuming. Also high costs are involved for creating a creative print ad.
  - Not suitable for small scale sector: the businessmen who don't have large businesses and those who concentrate on local markets find the magazine as an unprofitable medium to advertise. It is only suitable for those businesses that have a nationwide network and reach.

#### **ELECTRONIC MEDIA**

##### **Television:**

- Television was introduced in India on September 15, 1959. Previously only Delhi had TV transmission center but later the centers spread across India. Now a days more and more companies prefer to advertise on television because it creates a visual appeal and also television enables demonstrative effect. It is because of television that the MNCs have been successful. After LPG the reach of television has increased tremendously. It has changed the way the rural people perceive things. The rural people have also started using the new tech products and this has really led to the growth in the GDP.

##### **Characteristics of commercial TV:**

- TV is a home and a family medium.
- Viewing TV is effortless.
- National channels like DD enable to reach national audiences while international channels like STAR enable to reach global audiences.
- The viewers can closely associate with the product.

##### **Advantages Of Television Advertising:**



- TV has immense effect: no other medium can compete with TV when it comes to effective presentation. It attracts the attention of the viewers very easily. It also arouses interest. Audio as well as visual appeal.
- Role model advantage: here the advertisers have celebrities as endorsers. These celebs are role models of the youth and the youth always ape to be like them. To associate them with the brand means that the youth will be tempted to buy that brand. E.g. in case of FIAT PALIO it has become a hit car because of SACHIN'S image.
- Reaches vast audience: the LPG era has led to a boom in television sales resulting into high penetration levels. Even the smallest retailer watches TV and he may be lured to stock a particular product.
- Creation of AIDA: advertising in TV attracts Attention that creates an Interest and Desire that can lead to Action in the form of final purchase.
- Demonstration effect: advertising helps companies to show the demo effect so that people know the uses of the product. This is useful to companies who are into white goods business. E.g. the washing machine ads generally demonstrate as to how to use the machine.
- Creative use of environment: sometimes the sponsored program can be effectively used to produce a commercial. E.g: KSBKBT. In KSBKBT the company KOPRAN PHARMACEUTICALS advertised the brand SMYLE by having SMRITI MALHOTRA (TULSI) as brand endorser.

#### **Demerits of TV advertising :**

- Time consuming to produce an ad: it is very time consuming to produce a TV ad. The company has to hire a production company. After this is done there is a long procedure of selecting the models, the location of shoot, etc. Therefore if not rightly produced the ad looks crude.
- TV ads alone do not suffice: in order to make the campaign successful TV ads have to be supported with other media like print or radio.
- TV ads should have high frequency: this is because by the time an ad for other product appears the viewer forgets the ad for a particular brand. So it is necessary to penetrate the minds of the viewer and create brand awareness.
- Immobile medium: radio and other print media is portable and can be carried anywhere. TV is fixed and impossible to carry places. It can penetrate only those places where there is a TV.
- Difficult to gain inquiries: the problem is that the television ads last only for a few seconds. So it is difficult for the viewer to know about the product in that moment of time. It is difficult for him to note the inquiry number in a spate of a second. For eg: very few people remember the ASIAN PAINTS help line number.
- Costly affair: it is very costly for producing a TV ad. Professionals have to be hired and they charge high fees. The COLA giants pay more than a 10 million rupees to its celebrities.
- Statutory controls: the TV ads have to adhere to the I&B rules. Surrogate advertisements have been banned. The ads of liquor companies have been banned. Also some ads like the CLOSE-UP ad having MARC ROBINSON created furore.



## Radio

Till recently, the importance of radio was not realized in a country like India. In fact Radio as a medium has far greater importance than TV. It is the “real” mass medium. Radio is very easy to use and does not require technical abilities. It is the least cost form of communication. Radio was the medium that helped in spreading the messages of various freedom fighters during independence. 90% of the rural India has access to Radio.

### Advantages of radio advertising:

- Largest reach: 90% of India has access to Radio which is unmatched by any other media. Radio is not only the medium of hearing news but also is a source of entertainment and advertising for the rural masses.
- Low cost medium of communication: radio is the least cost medium and it helps to reach mass audience with various backgrounds. Also radio ads can be produced quickly.
- Low literacy rates mean that the people hardly read newspapers and radio is the only medium that they can understand. They can't afford a TV set. Therefore radio is the most popular.

### Disadvantages of radio advertising:

- Misunderstanding: sometimes there might be a misconception regarding the radio ad as it is only heard. In television the chances of such misconception is less as it is audio as well as visual.
- RJ needs training: it is very important that the Radio Jockey is trained enough to deliver the ad. Sometimes the voice really matters. If the voice is irritating then there is a chance that the campaign may flop.
- No proper research available: no proper research has been available on the area of radio listening. So there could be a problem for the marketers in the sense that they might advertise on wrong channel at a wrong time.

## OUTDOOR AND TRANSIT MEDIA

Outdoor advertising is the oldest form of advertising. The modern outdoor media include outdoor advertising in several form such as posters, billboards, hoarding, roadside signs, highway advertising; and transit advertising placed on vehicles and rail, bus and air terminals.

### Advantages of outdoor media:

- The outdoor offers long life.





- It offers geographic selectivity. The marketer can vary the ad message according to the particular segment of the market. The ads can be local, regional, national and even international.
- The advertiser can incorporate the names and addresses of his local dealers or agents at the bottom of the poster. These dealer imprint strips are called snipes.
- The outdoor ads offer impact. Shoppers are exposed to last minute reminder by the stores when they drive down the lane where the store is located. Since the display is huge it creates an impact on the prospective consumer. SHOPPERS STOP generally follows this type of advertising.
- Outdoor ad allows displaying the slogan, product name and logo properly which are an integral part of the product.

#### **Disadvantages of outdoor media:**

- Outdoor advertising when employed on a national basis proves to be expensive.
- Outdoor advertising is not selective in the sense that once the outdoor ad is put it is seen even by people who are not the target audience.
- Blind spot is the most dangerous thing marketers fear. The term is used to refer to a campaign that is sustained for a long time. The audience gets bored seeing at the same hoardings. As in the case of FROOTI the DIGEN VERMA campaign bored the people. AMUL is one of the companies that constantly innovates.

#### **Advantages of transit advertising:**

- Low cost medium.
- It offers a sure exposure and repetitiveness
- Reaches a large population

One of the recent examples of transit advertising is the PRIYA GOLD biscuit ads behind the BEST bus tickets.

#### **Disadvantages:**

- Cannot reach the rich urbanites who move about in their own automobiles.

#### **DIRECT MARKETING, CINEMA AND MISCELLANEOUS MEDIA**

- Direct marketing is defined as any activity whereby you reach your prospect or customer directly as an individual – or they respond to you directly.
- Advertising can initiate a sale but it is only through DM that the sale is finally made. DM also helps in maintaining customer relationships.



- One time communication does not built a relationship. We have to get married to our customers. This is possible largely due to DM. DM is affordable only when the margins in the business can afford the cost of sustained contact. DM helps in long term.
- There is a huge opportunity for DM in India. DM may exploit new technologies like E-mail, TV, etc. For DM to be successful the customer database has to be really good. The pharmaceutical industry is most acquainted with this type of marketing.
- Cinema advertising is when the ads are shown in the movie theatres before the start of the movie, interval and at the end.

The following are the **merits of cinema advertising**:

- Cinema ensures captive audience: the people coming into cinema halls come with their own wish and their enthusiasm to see a movie is very high. they are very engrossed into the screen as soon as they arrive.
- Cinema is ideal media for niche marketing: the advertiser an reach the audience of his choice.
  - Economical: the cost is very negligible.

**Miscellaneous media:**

Video and cable TV, Point of Purchase advertising, window display, trade shows, exhibitions and fairs, etc.



### Inter media comparison

TV	Radio	Press	Outdoor	Cinema
<b>Merits</b>	<b>Merits</b>	<b>Merits</b>	<b>Merits</b>	<b>Merits</b>
1. creative flexibility	1. low cost	1. long life	1. long life	1. captive audience
2. high impact	2. regional selectivity.	2. interested audience	2. color	2. regional selectivity
3. rapid penetration	3. good for young.	3. national medium	3. localised/national	
4. regional selectivity.	4. vast audience	4. color	4. low cost	
			5. high frequency	
<b>Demerits</b>	<b>Demerits</b>	<b>Demerits</b>	<b>Demerits</b>	<b>Demerits</b>
1. Transient nature	1. non visual	1. effort to absorb	1. creative limitations	1. limited coverage
2. high production cost	2. transient nature	2. long copy date	2. low impact	
3. message restrictions				

### MEDIA PLANNING

The media person figures out where your advertising should run. He or she looks over all the media vehicles that might be useful and recommends the most effective environment for your message. He or she also tries to determine how to spend your advertising rupees most effectively and backs up recommendations with solid statistical data and other information.

### MEDIA BUYING:



The media person negotiates for advertising time or space, trying to get the most favorable buys in terms of programming or environment and price. He or she is also the steward of the buy, checking that the advertising runs as planned and bought.

#### STEPS IN MEDIA PLANNING:

##### 1. Deciding on target markets:

- Every media plan begins with target audience. The target audience can be classified in terms of age, sex, income, education, occupation and other variables. The audience can also be classified as children, teenagers, young adults, office goers, newly married couples, parents, grandparents., etc.
- The classification of the target audience helps the media planner to understand the media consumption habits, and accordingly choose the most appropriate media or media-mix. The media planner can also select the most appropriate programme (in case of radio and TV) to insert advertisement.

##### 2. Matching media and market

- Advertisers must always attempt to match the profile of the target market with the demographic characteristics of a given medium's audience. Let us consider an example of cigarette advertising. The target market for this is men in the age group of 25 to 60 years. The advertiser would consider placing ads in magazines having a predominantly male readership. Advertising in magazines having a predominantly female readership would be mostly wasteful for this product.
- It may be true that rarely does any magazine have a 100 percent male readership. Even so, when selecting a predominantly men's magazine, the advertiser would minimize wasteful expenditure. Some media, such as general interest consumer magazines and newspapers, network radio and television offer to an advertiser the means of transmitting ad messages to a cross-section of the consumer market. Against this, some other media, such as spot radio and television, special interest magazines, business publications, and some business newspapers offer the means of reaching selective group of audience.
- The selectivity offered by some media is useful for advertisers, for it enables them to reach a distinct target market with minimum waste. In fact, a great deal of information on the media about their demographic characteristics is provided by the media themselves. The objective of any media planner is to achieve the best possible matching of the media and the market.

##### 3. Deciding on media objectives:

The media planner has to decide on the media objectives. Media objectives often are stated in terms of reach, frequency, gross rating points and continuity.

#### Media objectives

Before media planning can start, companies have to define the marketing objectives of the product/idea proposed to be advertised. For example, if a professional camera manufacturer decides to launch



an automatic camera to expand his market, his marketing objective would be to reach those segments of the population who are photo enthusiasts but do not want to be hassled by the intricacies of operation of professional cameras, the fun loving people who want to capture moments of joy and togetherness. The manufacturer may also target the existing professional camera users to consider a replacement in order to have the pleasure of an automatic camera, which obviously will be faster, having mastered the manual one. The marketing objective, hence, would be to extend distribution into new geographic markets or income groups as also the current users of cameras.

The media objectives will be the following:

1. To reach photo enthusiasts of that age and income group who are the chief purchasers.
2. To concentrate the greatest weight in urban areas where the target audience would normally be found and where new ideas gain a quicker response.
3. To provide advertising support at a consistent level except when it needs extra weight during announcements and the holiday season, when such target buyers are planning to visit exotic places or to meet their kith and kin.
4. To select those media, which will help strengthen the creative strategy and help demonstrate convenience, ease of shooting and, of course, excellent results. The "Hot Shot" camera with the 'Khatak' sound became an instant success with the photo enthusiasts in the late eighties in India.
5. To reach target buyers through those media to gain greater frequency and lesser cost per opportunity.

The above objectives, though split in several components, generally focus on two major categories, viz., audience objectives and message distribution objectives.

#### *Target Audience Objectives*

- Defining the target audience objectives is a critical activity in a media plan. The audience consists of people in a specific age, income, educational, occupational, social and ethnic group.
- While choosing the media one must bear in mind that the target is never a faceless mass of people. They are definable to precision. Let us take the example of a few product categories to understand the concept more closely.

**Dove** is premium soap, the most expensive of all the brands available in the Indian market. The product is targeted not at the very young but at the busy woman, be sge a professional or mother of young children, whose whole life "revolves around children" or the "lazy" one, not getting any time to bother about her looks. Such a woman is modern but not a feminist. Dove, which claims to have ¼ moisturizer, is an answer to her lifestyle. If she uses Dove, the need for cream or moisturizer is taken care of. Such a woman is up-market, mobile, moving in social circles, is successful and above all, wants to look good and feel good. And most importantly, money is no consideration for her in such purchases. The choice of the media hence, would keep in view their psychographic profile. Magazines, like Femina, Savvy and Stardust against Sarita Mukta or Women;s Era would be preferred. Television, of course, will have the multiplier effect.

#### *Distribution objectives.*



- Audience objectives answer the whom of advertising, distribution objectives answer the when and how often advertising should appear. This also addresses the question about distribution of advertising in various geographic areas as also whether it should be continuous or a lower, greater or no advertising at certain times in a calendar year. For example, if the advertising is aimed at school children, drawing their attention on fun products around examination time is of no use. Similarly, if the product is targeted at the Indian rural folks, the harvest season, which comes twice a year, will not be the right time as their attention would be towards their crop. How much of the target market should the advertising be expected to reach and how often, the media planner ought to be familiar with various media terms and concepts.

#### 4. Choosing among major media types:

Every media plan requires that specific media types be selected – Doordarshan, Direct mail, satellite TV, newspapers, magazines, etc. Media planners must consider several variables before choosing among major types:

##### ❖ Target –audience media habits:

This is the most important factor. Housewives watch more of television, whereas, working women go for magazines. Again television programmes have different viewers. For instance, “ world this week” is viewed by teenagers and young adults. Therefore, it would be advisable to advertise during “ World this week” such products which are of interest to teenagers and young adults.

##### ❖ Products:

Products that require demonstration can suit for television. Financial advertising such as new issue of shares is good in newspapers. Again there are media restrictions on certain products. For instance, alcoholic drinks cannot be advertised in press as well as on DD and AIR.

##### ❖ Message:

The type of message dictates the type of media. For example, an ad that features technical information is best suited for specific magazines. Again, an ad from retailer announcing major sale on discount requires more of local newspapers.

##### ❖ Cost Factor:

Television is very expensive, where as, radio is very economical. However, cost is not the only factor, even if it is calculated on the basis of cost per- person reached. The impact of the media is to be taken into account.

##### ❖ Other factors:

There are several other factors such as media life, media flexibility, etc.

#### 5. Selecting specific media vehicles:-

Once a decision is made on media types, specific media vehicles within each medium must be chosen. For instance, the media planner may take a decision to select only magazines. The question now appears in which magazines. There are several classes of magazines- General interest like Reader’s digest, Women Interest magazines like Femina, Business interest magazines like Business India. If the decision is to select Business Interest Magazines-



## 6. Allocation of funds:

The planner should then decide on the amount of funds that would be allotted to each media type and vehicle. Here the planner will decide on the number of units of each media vehicle. For instance, if the media planner selects television, then he should decide on the programmes and the number of ads of specific duration 10-20-30 seconds in each program.

Suppose the planner selects Chitrahaar and Hindi Feature film then how many ads and what duration should be inserted at the time of Chitrahaar and that of Hindi Feature film must be decided. Accordingly, money must be allotted. Again if the advertiser selects television and magazines, then amount must be allotted to each media type and the specific programmes and magazines.

As far as magazines are concerned, the planner should decide on:

- ✓ Whether to use color ads black and white ads.
- ✓ Whether to use full page or double – spread page.
- ✓ How many publication issues to be used.

Accordingly funds are to be allotted among various magazines- page size wise, colour wise and repetition wise.

### *Media cost and media ability*

To get the most out of the advertising rupees spent, the primary concern of the advertiser is media selection. The cost of buying space or time is weighed against the number of audience secured by such advertising. In fact, buying advertising space or time is nothing different from buying commodities. Usually, the question is asked: “How wide an audience do I get for every rupee I spend?”

The media cost should be commensurate with the measure of the media’s ability to carry the message to the target audience. Media ability covers such qualitative values as audience characteristics, editorial personality, and contribution advertising effectiveness; above all it refers to a “media image” capable of enhancing the perception and communication value of a given message. For example, Channel A and Channel B deliver the same message and the same extension of advertising exposure to the same audience; but if, say, Channel A has a better reputation for honesty and good editorials, the advertisement in this may receive a higher perception and communication among its audience than if it is inserted in Channel B.

The selectivity offered by some media is useful for advertisers, for it enables them to reach a distinct target market with minimum waste. In fact, a great deal of information on the media about their demographic characteristics is provided by the media themselves. The objective of any media planner is to achieve the best possible matching of media and the market.



## 7. Media budget

### **Show me the money**

There are two primary methods of determining your advertising budget more specifically. First is the **cost method**, which theorizes that an advertiser can't afford to spend more than he has. In my experience, this seems to be the most popular method used in associations.

The second method, **the task method**, is used when associations base their advertising budgets on the amount of money needed to attract the customer or sell the product. An association using the task method typically determines how much money is needed based on past expenses to produce results.

### **Start small**

Unless you are launching a national campaign, build your advertising budget based on local and regional pricing and opportunities. Consider advertising opportunities with other professional organizations. **For example**, a local charity sponsors a chamber of commerce event. Chambers have business people who are more than willing to share their time, talents, and checkbooks. Sometimes the results can be two-fold: a donation and a new volunteer for your cause. Word-of-mouth advertising could be the best dollar you ever spent.

## 8. Media scheduling:

The media planner should then prepare a media schedule. Media scheduling refers to the programming of media insertions. Media scheduling depends upon a number of factors such as:

- ❖ Nature of product- consumer usables, durables or industrial
- ❖ Nature of sales-whether seasonal or regular sales.
- ❖ Product lifecycle- whether introduction, growth, maturity or decline.
- ❖ Pattern of competitor's programmes.
- ❖ Entry of new competitors.
- ❖ Availability of funds for advertising.

This involves the scheduling and timing of advertisement. The schedule shows the number of advertisements that are to appear in each medium, the size of the advertisements, and the date on which they are to appear. There are many ways of scheduling any advertising programme. No single way can be said to be best for all advertisers. Each advertiser must prepare a specific schedule most suitable for its market and its advertising objectives. What may be good for one advertiser and his product may be bad for another. Even for the same advertiser, the best at one stage of the product life cycle may not be suitable at another stage. An advertiser, for example, may schedule to buy six pages space in a monthly consumer magazine. Alternatively, he may buy one-page space every month for the first three months; then he may not buy space for the next three months; and then again take one-page space





every month for the next three months. There may be a variety of schedules of advertisements. The last method of scheduling is known as the wave method, or the flighting method. In flighting, advertisements are bunched with the intention of providing a concentrated impact. The other method is the blitz schedule. The insertion of double-page advertisements in three consecutive issues of a magazine is an example of the blitz schedule. There are many more methods of bunching advertisements. However, the purpose of bunching is to provide concentrated impact with a single issue of the publication.

- **MEDIA BUYING:**

Media buying refers to buying space and time in the media. Media buying is undertaken by the media planning department of the advertising agency. The following are the steps involved in media buying:

- Selection of publication or programmes on Dorrddarshan, radio or satellite TV.
- Getting approval from the client regarding the selection of publication / programmes.
- Inviting press-media representatives or other media representatives from the selected list of media.
- Finalising package deals far as group publications are concerned. i.e. to obtain concessions in the media charges , if the ad is to run simultaneously in two or three publications of the same group such as Indian Express Group of Publications.
- Negotiating charges for bleed ads. Normally, publications charge 10% more. Negotiations are in respect of waiving the extra charges.
- Negotiations may also take place to obtain premium positioning of the ads such as back cover, spread, etc.
- Non-accredited publications (those which are not recognized by INS) do provide more than 15% commission
- Negotiations take place to get more commission from such publications. The benefits of extra commission is passed on by the agency to client (advertiser)
- Media planning department also hold meetings with the producers of serials on DD, Satellite TV, etc. This enables the agency to get serial /programme sponsored by its client.
- The media planning department may obtain a final approval from the client.
- Based on the final approved plan from the media planner, the media operators department books time and space in the media.
- The media operations department makes all necessary arrangement to supply advertising material such as U-matic tapes, audio cassettes, art work and copy, etc.to various madis well before the deadline.

## WHAT IS REACH

- The total number of different persons exposed to an ad at once is its reach. The number of



different persons exposed to an ad at least once among its defined “target audience” is its “effective reach”

- The total number of different persons reached at least once for an entire media schedule is called its cumulative reach
- Reach is always meant to be unduplicated and for a specified period of time.

#### WHAT IS FREQUENCY

- The number of times a person is exposed to an ad is its Frequency.
- The minimum number of times (threshold) an ad is to be exposed to each reached person among the defined target audience is its effective frequency.
- The average number of times a person is exposed to the entire media schedule is its average frequency.
- Like reach, frequency is also for a specified period of time.

$$\text{REACH} \times \text{FREQUENCY} = \text{TOTAL AD EXPOSURE}$$

#### DIFFERENT PATTERNS OF MEDIA SCHEDULING

**Continuous Advertising:** this refers to advertising without breaks. Products with short repurchase cycle that are purchased frequently are the examples. E.g. HLL, Coca-Cola, Pepsi etc.

**Flighting:** this is an intermittent pattern with gaps where no advertising is done. This is a case for seasonal products, where funding is limited and the products with a long repurchase cycle. E.g. CRY (Child Relief and You) cards and Monte Carlo woolen wears.

**Pulsing:** this is continuous advertising, which gets heavy during certain periods.

Seasonal items follow this pattern of advertising. E.g. Rasna(Rozana and Utsav)

**Blinkering:** this is strong advertising during periods with short gaps in between. E.g. Eagle Diaries start advertising from September and stops advertising in October and again go for strong advertising (bursts) in November and December

## DEVELOPIN CRISIS HANDLING TECHNIQUES



## CRISIS

- A crisis is defined by the dictionary as a 'critical moment or turning point.' A business book, on the other hand, might define a crisis as a substantial, unforeseen circumstance that can potentially jeopardize a company's employees, customers, products, services, fiscal situation, or reputation. Both definitions contain an element of urgency that requires immediate decisions and actions from people involved.

### Management or Communication of Crisis

“Crisis refine life. In them you discover what you are.” -

- By [Payson Hall](#)

When a crisis hits a business, you've got to work hard and fast to mitigate the negative consequences--a process which includes communicating with the clients. Payson Hall reminds us that keeping clients in the know is critical to a successful recovery and will stabilize the clients' faith in you, even when all has failed. Drawing from a recent crisis in which he was the client, Payson gives us key points to consider the next time we are overwhelmed by customers who want to know when business will return to normal.

Following points should be taken into consideration :

- Keep people informed about what you plan to do.
  - Assure they are getting the message.
  - Check to see if they understand the message.
  - Set up and publicize a central source of status information.
  - Make sure the status is easy to find and available to everyone who might care.
  - Keep status current, even if you have no new information. Better a message every two hours saying "no change" than silence.
  - Establish a gatekeeper or editor for all broadcast communication who is responsible for assuring that content is balanced and not defensive and who explains what is happening and why. Blaming your victims for your mistakes is a truly awful idea.
  - Positive acknowledgment of all incoming communication is essential. One reason for the flood of trouble tickets that overwhelmed the provider's support staff was that customers were reporting the same problem several times because they had not received a response. Customers were doubly frustrated because they felt their issues were not being recognized or addressed.
  - Precision is vital if you must broadcast a response. It is arrogant to say (and dismaying to hear), "We know about all problems." Much better to say, "We are aware of problems X, Y, and Z and will notify you when they have been resolved."
- A crisis is an event that occurs suddenly, often unexpectedly, and demands a quick response. A crisis interferes with normal routines and creates uncertainty and stress. A crisis can be a natural event, such as an earthquake or a hurricane, or it can be man-made, such as an explosion, a



scandal, or a conflict. Ultimately, it can threaten the reputation of a top official and an organization. A well-managed crisis, however, can not only preserve reputations and credibility but can also enhance them.

- The key to effective crisis communication is to be prepared before a crisis occurs. Once an emergency happens, there is little time to think much less to plan. Without a crisis plan, you can be overwhelmed by events.
- "Good crisis communications is based on a system already in place," says former White House press secretary Marlin Fitzwater. "When there is a crisis, you just tighten it up and make it better. If you routinely had a daily press briefing, you would tighten it up and make it three times a day. A crisis is no time to design a new system."
- "In a crisis, bring all the key players into a room and get the facts straight. Never tell more than you know, don't freelance what you think, and constantly update reporters," says Susan King, spokesperson at two federal departments during the Clinton administration. "Reporters have to get information, and if you don't give them anything, they will report rumors."

### **Before a Crisis**

Maintain trustworthy, credible relationships with the media all of the time. If you do, the media will be less suspicious and more cooperative in the midst of a crisis.

- Select someone to be the crisis manager.
- Have the crisis manager collect information on potentially troublesome issues and trends. Evaluate them, gather data on them, and develop communications strategies to prevent or redirect their course.
- Identify members of a possible crisis management team. Have in place their roles, actions to be taken, and possible scenarios. Have a list of their office, home, and cell or mobile phone numbers. Also have copies of their biographies. In a crisis, the press may want to know the backgrounds of those dealing with it.
- Give designated spokespersons training in dealing with the media.
- Determine the message, target, and media outlets that could be used in various crisis plans.
- Have a list of the office, home, and cell or mobile phone numbers and deadlines of reporters who might cover your organization in a crisis.
- Have a plan for setting up a media crisis center. This should cover such items as desks, chairs, phones, parking, electrical outlets, placement of satellite trucks, copy machines, even coffee. You also need to think about how to keep an office secure, particularly for your own staff.

### **During a Crisis**

When a crisis hits, immediately get the word to the press. Otherwise, the media will get their information through other means.

- Set up a 24-hour crisis and media center at a central place from which news is released, rumors dealt with, facts gathered, and briefings held.



- Immediately "go public" with a trained spokesperson at the scene to conduct press briefings. Let the media — and therefore the public — know that you are dealing with the situation.
- Say what you know and only what you know. Don't speculate. Don't be bullied into saying anything based on rumor. If you don't know something, admit it. Saying "the matter is under investigation" may be the best response.
- Gather information as quickly as possible. Determine the basic who, what, when, where and how. You might not get the "why" until later.
- Get the government or agency leader and other top management to the crisis center. Cancel other plans. People want to see the leader, not just the public affairs staff. Having top management in front of the press during a crisis lends credibility and shows that the organization is not treating the situation lightly.
- Inform your internal audiences — the staff and other government offices — at the same time you inform the press. If the press is the only source of information for the staff, morale can be damaged and employees can become confused and hurt, especially if the incident is reported inaccurately in the press. Because of where they work, the staff will be viewed as sources of information, and they can be the origin of leaks and rumors. Be sure they have it right.
- Communicate with your internal audiences by e-mail, if available, or through press releases and statements delivered to each office. If the staff is small enough, call a meeting at which members of the crisis team are available to answer staff questions.
- Maintain a calm, gracious, and helpful presence. Avoid appearing flustered or overwhelmed.
- Pre-empt negative publicity and communicate the actions being taken to solve the crisis. Verify news before releasing it.
- Arrange for media access to the scene of the crisis, if at all possible. TV wants pictures. If there are space constraints, use press pool reports, with a representative of each type of media — wire service, newspaper, TV, radio, magazine, and photography — at the scene, writing up a report and taking pictures for their colleagues. No one may use these reports, including those in the pool, until they have been distributed to everyone.
- Take care of the practical needs of the press, such as parking, phones, electrical outlets, desks, and chairs.
- Keep a log of reporters who have called, what they asked, their deadlines, what you promised, and to whom it was delegated.
- Always return phone calls. If you don't, reporters will look elsewhere for information. They will write a story with or without your help. Being non responsive takes control of a story away from you.
- Simple sympathetic gestures can help rebuild the public's confidence. Offer reassurance. Tell what actions are being taken to solve the problem, to help those affected, and to return things to normal. But first make sure you are doing what you say you are doing.
- Make sure the press spokesperson is involved with senior management in every decision and policy made. Every decision has a public ramification, whether management recognizes it or not.
- Avoid fixing blame. That can be done after an investigation.
- Appeal to third-party endorsements for your efforts. Get credible people who have been through similar experiences and command the public's attention to speak on your behalf.



- Update information frequently and regularly. Announce when your next update will be.
- Monitor media reports and correct errors immediately.
- Establish a Web site to inform people about the status of the situation. Put all news releases, statements, fact sheets, and links to other information on the site.
- Establish an assessment group to study the problem and to prevent future occurrences. This is not for show; they should have real power.
- Remember: openness and responsiveness during a crisis enhances your respect and credibility with the media. It can help you in the long run.

### **After a Crisis**

- Evaluate the effectiveness of the crisis plan and how people responded.
- Correct problems so they don't happen again.

### **Principles of Communication During a Crisis**

- Plan ahead. Prepare a crisis plan in which you think through the kinds of crisis your organization might experience, the stakeholders that would be impacted, the channels of communications to reach stakeholders, who would be responsible for each stakeholder group, chain of command for approving the release of information, media policy, etc. Consider testing the plan with a crisis drill.
- Utilize a multi-disciplinary crisis management team for information gathering and decision-making. This could include legal, operations, human resources, sales and marketing, government relations, public relations, etc.
- Communicate quickly and accurately. Make sure you make careful judgment calls as to what information is accurate, what is rumor, and what is unverified.
- Remember, the importance of taking the right actions to address the issues. Resist the temptation to deny responsibility and say what is being done to bring the situation under control and prevent situations in the future. In general, a key to successful crisis communications is to: express concern and accept responsibility (if warranted), say what is being done to bring the situation under control, say what is being done to rectify any damage or harm that was caused by the action, and say what is being done to prevent the situation from happening again.
- Become central source of information, respond to the news media in the same news cycle, remember to communicate to a wide variety of audiences outside the news media, and establish two-way communications mechanisms so that you are quickly aware of questions and concerns of stakeholders.
- "Over communicate" with employees and release information to employees before the news media and other stakeholder groups.
- Remember the importance of communicating your care and concern...it is an important factor that many stakeholders consider in deciding whether they trust you.
- Remember to have a communications plan for your organization's Web site and Internet.



- And remember, you are in this for the long run. Establishing credibility at the beginning of the crisis is essential.

**Thus :**

Crisis management involves identifying a crisis, planning a response to the crisis and confronting and resolving the crisis. Coordinated actions taken to diffuse crises, prevent their escalation into armed conflict and/or contain resulting hostilities. The crisis management machinery provides decision-makers with the necessary information and arrangements to use appropriate instruments (political, diplomatic, economic, and military) in a timely and coordinated manner. The overall coordination of an organization's response to a crisis, in an effective, timely manner, with the goal of avoiding or minimizing damage to the organization's profitability, reputation, or ability to operate. Crisis management is the entire process of working through the crisis to the point of resolution.

## PRESS RELEASE

### HOW TO WRITE A PRESS RELEASE

- Getting work reported in the press or on TV or radio is often the last thing we think about when organising a campaign or event. However a healthy relationship with local media is probably one of the easiest and most cost effective ways of getting your message out in a timely and relevant fashion. Building a constructive relationship with your local media can take as little as a few phone calls, a couple of letters or a meeting or two. This minimal time and effort can then pay big dividends in the reach and impact of your message.
- Local media is always on the look out for stories, particularly those which are timely and relevant to their audience or provoke larger debate about human interest themes. Work on your angle - how does your event or campaign make a link between global issues and your local community? Timing is important. Your local press work to their own deadlines and it will take them time to process your information. It is essential that any coverage occurs to coincide with events you may have planned. You'll need have your press release written and your contact primed well ahead of time.

### Find your journalist

- You need to target where your press releases are going to ensure maximum impact. Your first step is research. Read the newspapers, listen to the radio, watch local TV and browse websites. Note down the names of those journalists who cover the areas that you are working in or who you think might be interested in your work. In the short term you are looking to approach them directly with your story. In the long term you are building a directory of contacts which can be reused by you and your colleagues as your campaign develops.

### Establishing a dialogue



- Once you have found your journalist, source their contact details. You could use a professional directory like The Guardian Media Guide. But before you shell out money, try the internet - you'll be amazed what you can find out on Google. Once you have their mailing address and telephone number, get in touch with your journalist. Try to be prepared when you speak to them. Have facts at your fingertips - write a script if you feel it will help. Your goal is for them to know what you're all about and what you have planned for the future as well your current activities.
- Firstly, you could send a short, snappy, personal email introducing yourself and your campaign as briefly as you can. Make it interesting and funny. While there may be no reply to this email, it will help the journalist to remember you when you take the next step of calling them.
- "Hi, I am 'X' from the 'X group', I sent you an email a couple of days ago?" Even if the journalist doesn't remember your email, your introduction has been made. Repeat your name, what organisation you represent and what you are going to be doing. If you know that you are shy and not good at initial contact, get a bolder friend to make the call on your behalf. Your main objective is to get your name, your organisation or campaign into the journalist's mind. If you can do this, your chances of a journalist writing something about you are so much the greater.
- Do not be afraid to ask for a meeting if you think that you will make a better impression by meeting face-to-face; just establish a personal link.

### **Putting together a press release**

- By definition a press release is simply a statement prepared for distribution to the media. The purpose of a press release is to give journalists information that is useful, accurate and interesting. A good press release should answer all of the "W" questions (who, what, where, when and why) about your organisation or upcoming event. Be aware that local media may pick up your press release and run it in their publications verbatim or, more commonly, they will use your press release as a springboard for a larger feature story. In either case, try to write your story as you would like to have it reported To do this you must write your story with the media in mind. In other words, write like a journalist.
  - Keep it concise.
  - Make each word count.
  - Avoid jargon.
  - Stick to the facts and avoid fluff.
  - Proof read your work properly - check your spelling and grammar.

### **Structuring your release**

- Every journalist sees dozens of press releases every day. It is important that your press release looks professionally produced and follows the 'normal' structure. This will allow any journalist to make a judgment on the strength of your story immediately. As such, press releases are written to an easy to follow formula.

### **Firstly, say what it is**





- At the very top of the page, the TITLE 'PRESS RELEASE' should be spelled out in all capitals, centred and in bold.

### Grab their attention

- Below the title is the HEADLINE. It should also be both centred and bold. The heading is one line description of the event. It should be short, snappy and, whenever possible, funny. It should be designed to capture any reader's imagination, impressing them enough to read on and help the journalist to 'see' the piece in print.

### Facts and figures

- The next two paragraphs present the useful, accurate and interesting BODY of the press release. The body is a couple of short paragraphs which explain all the 'W's: who, what, were, when and why. The first paragraph of the press release should contain in brief detail what the press release is about. The second paragraph explains, in detail:
  - What the event is for
  - Who the event is for
  - Why the event is happening and why people should care
  - Where and when the event is happening

### From the horse's mouth

- The message can be given further authority by the inclusion of a QUOTE. A quote from someone involved with project will give the release a personal touch. Name your source, say what their involvement with the project is - and be certain to get their permission to be quoted.

### About you

- The final paragraph is a brief SUMMARY of the release and further information about you and your organisation.

### Get in touch

- Always end with CONTACT DETAILS. Again these should be centred and in bold. A single clear name and phone number is what a journalist will need if he or she wishes to follow up the story.

### Overview and Checklist

- All the content of your press release should be typed in a clear, basic font, such as Times New Roman or Arial, and double-spaced for clarity. Try to keep your entire release on one page. But if you really must go to a second page, make sure you indicate 'page two' in the upper right-hand corner. When you are finished, run this CHECKLIST:
  - **PRESS RELEASE - in bold and all caps**



- **HEADLINE - in bold**
- **BODY- who, what, when, where and why**
- **QUOTATION - from the horse's mouth**
- **CONTACT - name and number in bold**
- **PROOFED - basic font, double spaced, check spelling, page numbers**

### **Sending it out**

- You will need to type and format your press releases on a computer, probably using a word processing program, such as MSWord. As you have targeted your journalists, you will only need half a dozen copies of your press release so you can probably print them from any computer. If you do not have one yourself, or do not have a friend or colleague who will lend you theirs, head for your local library, where you can get internet access and a PC to use for free. Some journalists will prefer to receive press releases by email. If you are sending your press release in this way, ensure the following:
  - It is in a format that the journalist can read (eg MS Word, Adobe Acrobat PDF)
  - It is free of viruses
  - It is sent to the right email address

### **Back up your work**

- A press release on its own can often get lost in a big office. As well as laying the groundwork by phone before you send it, don't be afraid to call up to check if it was received and if there are any further questions.