

SUBJECT: BASICS OF PUBLIC RELATIONS
Paper Code :204 BA(JMC)

Q1 Define Public Relations.

Public Relations is a strategic communication process companies, individuals and organizational relationships with the publics. A PR specialist drafts a specialised communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

- Anticipating, analysing and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies
- Drafting strategies to support brand's every campaign and new move through editorial content
- Writing and distributing press release
- Speechwriting
- Planning and executing special public outreach and media relations events
- Writing content for the web (internal and external websites)
- Developing a crisis public relations strategy
- Handling social media presence of the brand and responding to public reviews on social media websites
- Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility, etc.
- Dealing with government and legislative agencies on behalf of the organisation
- Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government
- Handling investor's relations
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Q2 What are the Ethics in PR?

Code of ethics of Public Relations Society of America and the Society of Professional Journalists presents core values based on truth, independence, accountability and respect. These values are what every public relations worker should use to help make good decisions and maintain professional behavior.

- Honesty- This means providing accurate and truthful information. When communicating with the public on behalf of a company or organisation it's crucial that public relation professionals are honest.
- Advocacy- Since a Public Relation professional works as an advocate for the public, it is important to provide the public with pertinent information so that people can make informed decisions.
- Expertise- This means doing research and using articles thinking in order to maintain credibility as an expert and a trusting relationship between the company and the public. In order to communicate accurate information, Public Relations Professionals must do this homework.
- Independence- This simply means the PR professionals take responsibility for their

own action when representing a company or organisation. • Loyalty- A PR employee should respect and maintain loyalty to the company for which he/she is working that allows the employee to rest-assure that the PR professional is working in the best interest of the company.

• Fairness- As an individual working in PR, it is important to respect all of those different views and opinions. It is also important to remain fair to all those work for and with so that each person feels free to express their thoughts

Q3 Explain CSR as an important tool in PR

CSR is a concept that suggests that it is the responsibility of the corporations operating within the society to contribute towards economic, social and environmental development that creates positive impact on the society at large, while at the same time addressing the expectations of the shareholders and stakeholders

• CSR and PR are closely related to each other. PR could be both a blessing and a curse to CSR • CSR needs to be a part of one's business. It has to be a core component and strategy and structure of an organisation. It is about being fair to all the stakeholders including stockholders, employees, customers, community, supply chain and the environment. • According to the experts, CSR needs to be a part of one's business. It has to be a core component of strategy and structure of an organisation. It is about being fair to all the stakeholders including stockholders, employees, customers, community, supply chain, and the environment.

• A company with good CSR strategy in place is sustainable and beneficial to everyone. Such a business has reached its success through smart decisions, integrity and honesty. It recognises, acknowledges and values the contribution of all the stakeholders in its success journey. It includes and encourages everyone in their CSR initiatives including the employees and customers.

• For an organisation that actually has CSR imbibed in their DNA, PR is merely a medium of sharing their success story to the world and inspire people through it. Getting media attention is important to them not because they want to show everyone that they do good. They do good because they want to and by showcasing their work, they encourage others. • Another mistake that several organisations make is use CSR as a PR fix. This leads them to initiate a CSR activity to repair the brand image that was damaged earlier by a business practice. This kind of a practice can do more harm to the company's image than good in a longer run.

• For example, several soda companies have set up their manufacturing plants in rural areas near natural water reservoirs. They have exhausted these reservoirs by overusing the water and polluting the reserve, making the water bodies unusable by local dwellers. Some corporate giants undertake CSR programs to conserve water in order to save their image.

• PR is a blessing for CSR as long as it shows a clear image of the corporate. It is not only unethical, but also dangerous when PR showcases and celebrates the work which is either not done or is considered to be the duty of the organisation.

• True CSR does not need to hide the wrongdoings of the company. True CSR guides the company to stay away from wrongdoings.

Q4 What are IPRA's Code of Conduct?

Throughout its existence IPRA has always sought to provide intellectual leadership for the public relations profession. A key part of this has been the development of a number of Codes and Charters seeking to provide an ethical framework for the activities of the profession. Upon joining IPRA all members undertake to uphold these Codes and in doing so benefit from the ethical climate that they create. In 2011 these Codes were consolidated into a single document updated to reflect the age in which we now live. The code was reviewed in 2020 and no changes were deemed necessary.

Launched in 2011 the IPRA Code of Conduct is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide.

The Code consolidates the 1961 Code of Venice, the 1965 Code of Athens and the 2007 Code of Brussels.

- Recalling the Charter of the United Nations which determines —to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person;
- Recalling the 1948 —Universal Declaration of Human Rights" and especially recalling Article 19;
- Recalling that public relations, by fostering the free flow of information, contributes to the interests of all stakeholders
- Recalling that the conduct of public relations and public affairs provides essential democratic representation to public authorities
- Recalling that public relations practitioners through their wide-reaching communication skills possess a means of influence that should be restrained by the observance of a code of professional and ethical conduct
- Recalling that channels of communication such as the Internet and other digital media, are channels where erroneous or misleading information may be widely disseminated and remain unchallenged, and therefore demand special attention from public relations practitioners to maintain trust and credibility
 - Recalling that the Internet and other digital media demand special care with respect to the personal privacy of individuals, clients, employers and colleagues

In the conduct of public relations practitioners shall:

1. Observance

Observe the principles of the UN Charter and the Universal Declaration of Human Rights

2. Integrity

Act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the practitioner comes into contact

3. Dialogue

Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views

4. Transparency

Be open and transparent in declaring their name, organisation and the interest they represent

5. Conflict

Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur

6. Confidentiality

Honour confidential information provided to them

7. Accuracy

Take all reasonable steps to ensure the truth and accuracy of all information provided

8. Falsehood Make every effort to not intentionally disseminate false or misleading information, exercise proper care to avoid doing so unintentionally and correct any such act promptly

9. Deception

Not obtain information by deceptive or dishonest means

10. Disclosure

Not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest

11. Profit

Not sell for profit to third parties copies of documents obtained from public authorities

12. Remuneration

Whilst providing professional services, not accept any form of payment in connection with those

services from anyone other than the principal

13. Inducement

Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders

14. Influence

Neither propose nor undertake any action which would constitute an improper influence on

public representatives, the media, or other stakeholders

15. Competitors

Not intentionally injure the professional reputation of another practitioner

16. Poaching

Not seek to secure another practitioner's client by deceptive means

17. Employment

When employing personnel from public authorities or competitors take care to follow the rules and confidentiality requirements of those organisations

18. Colleagues

Observe this Code with respect to fellow IPRA members and public relations practitioners worldwide.

IPRA members shall, in upholding this Code, agree to abide by and help enforce the disciplinary procedures of the International Public Relations Association in regard to any breach of this Code.

This code was formally adopted by the IPRA Board 5 November 2010 and launched in 2011.

Q5 Explain PR as a Marketing tool

- Marketing is all about communicating the right message to the right people- an opinion
- PR is the vital support systems to marketing
- Business need a PR team to design and implement the most compatible PR programme
- This is a cost-effective method of obtaining highest quality work from PR experts
- A PR firm can act as the marketing arm of your business by a steadfast dedication to your products, services and the business name

Market PR Goals

- Enlarge awareness base
 - Develop a loyal customer base
 - Build credibility
 - Adopt relationship marketing
 - Earn customer testimonials to inspire new customers
 - Build market excitement at pre and post advertising launch stage
 - Inspire sale force and dealers
 - Keep promotional cost under tab
 - Influence the opinion leaders
 - Build and maintain corporate image
 - Support to new product launches
 - Assist products to attain maturity
- COPYRIGHT FIMT 2020 Page 39
- Recycle and reposition the products
 - Boost public interest in certain product categories
 - Target specific groups
 - Manage controversies and crisis situations

Q6 What are the functions of a PR Agency?

- Press Release- a PR department performs the function of creation and discrimination of information to press. This is known as publicity.
- Product publicity- the product information presented in the paid space of media is read or heard by a company's customers or prospects. The department publicises the product through sponsoring effect
- Corporate Communications- PR department promotes the understanding of the company and its products and services for this purpose. They undertake external and internal communication.
- Lobbying- Professional Lobbyists are employed in order to influence key decisions of the governments affecting company's prospects.
- Counselling- PR department advice the top management on matters related to public issues. This also includes advertising the company in the event of product mishap.

- In-house Journals- Many service organisations publicises their own magazines which are calculated among customers. PR agencies or department play a significant role in developing in-house journals.
- Special events- PR department helps organisations attract media attention by arranging newsworthy organisations. These special events are the backbone of the service marketers.
- Public Service Activities- PR departments help companies build goodwill by contributing money and time to good causes. Large corporate ask executions to support community affairs.

Q7 What is a House Journal? What are the steps for a House Journal?

- The publication is aimed at its employees and other target groups
- The internal journal is one of the important tools for effective communication. External house journal aims at some segments of external public like dealers, shareholders, etc.
- A third party is a combination of internal and external, meant for employees as well as the external publics
- The primary objective of a house journal is to create a forum for exchange of thoughts and vision on various issues concerning an organisation and its employees
- A house journal, if carefully produced, serves as an important link between the management and its various employees
- Format of house journals differ depending on management's philosophy and availability of funds

Steps:-

- Planning- At this stage, a concept that serves the objectives of the company which has to be developed including the format, size and periodicity. Plan all these keeping in view the objective, target audience and the budget. Get all these approved by the management.
- Organizing- After the approval of the management, organize staff members to proceed with the task. A detailed schedule for writing or collection of stories, production, printing and mailing has to be worked out and followed strictly. For content, you can invite write-ups from the staff members if it is an internal journal. If it is for external publics, you can seek for write-ups.
- Publishing- before sending the journal for publishing, you have lots of tasks in your hand. It includes editing, proof-reading, designing, selecting photographers, graphics and cover page designs.
- Distribution- After the journal is printed, you have to distribute it among the target audience. Select the quickest and economical means to get the journal into the hands of the readers.

Q8 How does PR uses Digital Media?

- Develop relationships with the media and influencers

- Facilitate the brand image or message through content distribution
- Incorporate social sharing into Press Release
- Create and leverage campaign hashtags

bloggers and online journalists will think it is worth checking out and may even include links to it – or a mention – within their own content. To ensure your website climbs the search rankings, make sure everything you write is strong, topical and has lots of good information in it that will continue to engage readers. There is some evidence that ‘likes’ and links in Twitter are recognised by search engines – potentially improving your search rankings.

- Social media is a great way for companies to keep their finger on the pulse of public opinion, increasing your company’s customer base, learning about their preferences and then using this information to successfully tailor future PR activity. If you need a sense of the importance of social media channels remember that facebook accounts for nearly one in four of all web page views in the US. In conclusion, social media’s main benefit is keeping your company in the public spotlight, ensuring it is current and in touch with potential customers.

Q9 Explain Multi-Media Release in PR

- Media release or news release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news values
- It is the most used tool in the field of PR. Sometimes news releases are sent for the purpose of announcing news conferences at which other communication tools are used to reinforce a central theme or message
- It contains videos, images and anything else that will help influencers discover, share and write about your story
- It creates a deeper story – With a written press release, you have a very specific press release length you need to meet. You need to keep your words to a minimum so journalists can quickly get an idea of what your story is about.
- Now, the multimedia news release lets you include a video, links to additional resource pages, or other media to tell more of the story. This gives the journalists and other readers more information, allowing you to communicate your message more effectively.
- Journalists aren’t your only audience – With online press release distribution, journalists are no longer your only audience. In addition to sending your press releases to key influencers, you can also publish them yourself on PR distribution websites, blogs, and other online medium. Here, your customers will read your news releases.
- By adding video and social bookmarking to your news releases, you let your other audience interact with your content and share it online with their friends and social networking connections. This helps you spread your message further, educating more people about your company, products, and services. In this way, the multimedia news

release is like a bunch of building blocks. The journalist can view all the different pieces- videos, links, charts, pictures, etc. – and arrange them in a way they determine builds the best story.

Q10 What are the emerging trends in PR?

- **Data-** From big data to small data, modern public relations has become ever dependent on data. Public relations is all about stories. To tell compelling narratives to the target market, important data has to be collected and scrutinized. This is mainly because of the internet age that has ensured there is so much information available at the click of a button, so many businesses starting as quick as it takes to create a logo and website, and therefore so many companies pushing for their own stories.
- **Pitching 2.0-** Previously, mass emailing worked so effectively because journalists, writers, and bloggers all received very few emails and pitches because not many people had emails or access to the internet. That is not the same anymore because in the last decade nothing has spread around the world like access to the internet and email systems. Today, pitching is only effective if you take your time to study everyone in your press list, their readership, and niches. You cannot get away with mass emailing among other pitching mistakes anymore because journalists and bloggers now receive a ton of pitches per day. They can also easily tell when the email was sent to a gazillion other journalists.
- **Analytics-** A decade or two ago, very few people really cared about numbers when it came to marketing. All it took to get the attention of the market is an amazing and beautiful advertising banner placed across the street, on exterior walls of a building or on TV. Today, no matter how amazing your advert is, at some point in your funnel the prospective client will ask for the numbers backing up your nice ad. It's harder for clients to trust nice YouTube videos, or television ads or beautiful banners along the streets – thanks to the availability of too much information making it harder to discern between the wrong and right information.
- **Influencers-** Modern public relations can no longer be controlled or defined only by media. The game is changing. The whole world is now a global village courtesy of the internet and improved technology. Previously, the press defined and governed brand awareness. However, in the current world, that neighbour of yours who has 100k followers on Instagram can give life-changing impact to your brand. The world today consists of people who are trusted and highly followed by people. Bloggers too have become extremely influential and those who are credible can be the go to person when you need to send the word out about your company.
- **Reading-** Reading has always been important for PR and it remains the same. However, it's more important today because the culture of reading has tremendously reduced and what people do nowadays is skim and digests the titles. For PR teams, this can be the biggest undoing – very detrimental.
- **Content strategy-** It is nearly impossible to succeed in the current world without having content strategy. A definite and elaborate content creation and marketing plan sets you apart from the companies that are just focused on their products. Long gone is the belief

that publicity only comes from media. As we have seen earlier, influencers and bloggers have become integral to brand awareness. More fundamental, however, is social media.

- Profitability matters- Before 2018 we saw start-ups that boasted big numbers but were not making any money. They received a lot of hype in the media but most of them either got more funding from investors or went to die after burning through their little money. The result was that all the publicity they had received just turned into bad names for the publications that talked about the so-called success of these companies.

Q11 Who is a PRO? What are the responsibilities of a PRO?

A PRO is also known as the media specialist. He/she is the spokesperson of an organisation. His/her role is to convey the policies and interests of the organisation to the public through various modes of media.

- Reputation Management- The Prime function of a PRO is to create, maintain and enhance the reputation of an organisation. It is the responsibility of a PRO to promote the people, products, services or solution of the establishments he/she works for
- Goodwill Creation- creating goodwill of an organisation will help in creating a favourable public image of the organisation. It is the responsibility of a PRO to promote the people, products, services or solution of the establishments he/she works for
- Crisis Management- One of the crucial and difficult duties of a PRO is crisis management. A PRO should be capable enough to deal with problems causing damage to the reputation of the organisation
- PR Strategies and Campaigns- A PRO should constantly look out for opportunities to present the organisation in a positive light. PRO need to come up with different PR strategies that will lead to easy acceptance and appreciation of any new move by the organisation. A PRO also needs to plan promotional strategies, keeping in mind the target audience and desired result in mind
- Press conference- whenever an important decision of an organisation is to be made public, PRO must arrange a press conference
- Communication- It is necessary for a PRO to have excellent oral and written communication skills. A PRO should be well-versed in corporate jargon as he/she has to draft speeches, prepare publicity brochures, press releases, newsletters for employees, company magazines, etc.
- Effective Marketing – PRO should have sound sales and marketing skills that will help in effective promotion of the product and services
- Corporate Identity- Every organisation has its own set of corporate brand identity. The PRO has to check whether the logo and branding of the organisation in ads, newsletters, brochures, etc. are in accordance with the organisational interest
- Translating Content- It is the duty of a PRO to get the content on websites, press release, press notes, brochures, leaflets, etc. translated from an agency and identify it before communicating the same.
- CSR Activity- It is expected from the PRO to give an impetus to social activities and provide good publicity by utilizing platforms of communication

Q12 What is the Role of PR in Political Parties and Election Campaigns

The three key areas in which public relations plays a role in politics are:

1. Awareness

Let's face it: Unless you are aware that a given individual is running for office, you likely wouldn't cast a vote for him. Therefore, one of the main roles public relations plays in politics is the generation of knowledge about a candidate client. Whether through mass media placement events or social media efforts, building awareness of the candidate's name, party, platform and special areas of interest helps solidify his image in the minds of the general public. Candidates lacking public awareness certainly can't win an election.

2. Education

Once voters have a general awareness of a candidate, the rubber truly meets the road. A public relations professional must then keenly focus on properly educating voters about specifics related to the candidate. What does the candidate stand for? What does she support? What does she oppose? What is her background? What are her affiliations and causes? Public relations practitioners are responsible for translating all of these elements into easily understood and digestible concepts so that voters can more easily sort through the overwhelming amount of information they are bombarded with during campaign season.

3. Persuasion

Public relations teams work directly with candidates to help them sharpen not only their messaging platforms, but also their presentation skills, body language, tone and tempo of delivery. Public speaking is challenging on its own, but add to that the pressure to recount limitless facts at a second's notice and communicate them to a broad and diverse public, and even the best public speaker can use support in the art of persuasive communication. PR professionals help candidates understand what issues are ranking as most important so that they can respond efficiently and maximize their time. In the end, every candidate seeks to sway the polls in his favour and, to do so, he must be persuasive in the way he communicates his position on numerous issues, and he must do it in a way that endears diverse publics

Q13 What is the Role of PR in Health Sector?

Healthcare is one of public relations biggest growth areas and it covers a number of sectors, including biotech, pharmaceuticals, animal health, vaccines, medical technology, and health care providers. With healthcare constantly evolving public relations are proving to be needed now more than ever. People working in healthcare public relations specialise in handling internal and external communications for healthcare companies, from helping promote products that improve quality of life to helping clients navigate some of the world's dilemmas, like AIDS in undeveloped or cost management in developed countries.

Public relations in healthcare consist of four key roles:

Communicating- Healthcare industry has multiple audiences to address to and each audience demands customized messages which are emphasizing importance to them in

different tones and different use of language. For instance, in communication with clients/consumers about certain products focus should be on possibility for better and healthier life that product offers, on the other hand while communicating to physicians focus should be on products ease-of-use, patient compliance or possible issues.

2. Building the Brand- Reputation decides fate for every, including healthcare, company and it is made of image that company makes for itself and public opinion of that company and its work.

One of the main factors of public opinion are media. Media are vital for recognizable presence of company through positive publicity (such as articles, reviews, statements and interviews) which is why is important to ensure good relationship with media professionals. Besides creating a strong brand, which needs to keep interest of the customers and pace with the competition, healthcare companies employ public relations agencies or advisors to enhance credibility with third-party endorsement that shows the company in good light.

3. Company Advisor- Because of constant changes and bold advancements in healthcare industry there is rising risk for potential crisis. Therefore public relations offer outsiders perspective and different outlook on problems to assist during crisis. This more objective and very often creative view can also be helpful in making everyday recommendations and advises for more effective business communication.

4. Enhance Business Growth- Through building strong brand and spreading messages and information that audience demands, healthcare companies are attracting new customers, maintaining good relationships with old customers and nourishing trust that builds them.

Customer relations, as all public relations tasks, require strategies that need to be integrated with sales, marketing and management divisions in company. If done correctly, these strategies can be time and thought consuming but worth the effort. They can enhance the brand; lead to bigger media coverage and generating demand which all in the end leads to generating bigger revenue.

Public Relations is a creative, fast-paced industry developing in many different branches of industry, from music and sports to politics and diplomacy. In my opinion one of the most interesting and rewarding areas of PR industry is healthcare public relations.

Q14 What is the Role of PR in Education Sector?

The Educational sector is a very large sector in India. It includes primary and high schools, under-graduate and post-graduate colleges, B-schools etc. Though a large part of India is still rural, the education institutions at that level include small government and private schools and vocational colleges.

Education Institutes use public relations both internally and externally. Internal PR stands for PR within the organisation and its employs. External PR stands for maintaining favourable relations with the public. Events are held within the organisation for the members to build a good rapport amongst themselves and smoothen communication. Faculty/Staff Handbook, Faculty meetings, Faculty luncheons, News releases e-mailed to F/S & posted online are other tools to facilitate internal PR. The purposes of internal PR is to clear communication about organizational intentions,

activities and performance, improve sense of cohesion among employees, and circulate adequate task-related information, positive information regarding an organization's ability to provide challenging and meaningful tasks.

The external PR of any organization is when the institute holds several conferences, sends out press releases, manages events and keeps itself much in the public glare for better promotion and more recognition. Institutes these days maintain special alumni Relations Cell through which they keep in constant contact with their students who have passed out and are doing well in the industry. They do it for the purpose of a better brand name and to ensure decent placements to the upcoming batches through their contacts. And with, internet taking the centre stage for all communication, the role of PR here becomes precise yet demanding. Use of social media sites, blog, pod-cast etc. is the tools available on the PR professional at the fingertip giving them a wide scope of reaching out.

Q15 What is the Role of PR in Public and Private Sector?

Role of PR in Public Sector-

- Implementation of public policy.
- Assisting the news media in coverage of government activities.
- Reporting the citizenry on agency activities.
- Increasing the internal cohesion of the agency.
- Increasing the agency's sensitive to its public's.
- Mobilisation of support for the agency itself.
- Contributes to national economy
- Is profitable and productive core sector.
- Has social commitment
- Contributes to revival of sick units
- Primary function of PR is to build image of public sector companies and tell the world about contribution made towards the economic and social well-being of the people.

PR in Private Sector All private organisations are profit-oriented. To achieve their objectives, they function in a competitive approach using aggressive marketing strategies. For the manufacture and marketing of their products/services, they depend on many categories of public.

- Crisis management- One of the crucial and difficult duties of a PRO is crisis management. A PRO should be capable enough to deal with problems causing damage to the reputation of the organisation
- Employee relations
- Internal communication
- Coordination and counselling- the PR has to counsel and assist the management in formulating and implementing effective policies towards each of the publics. Also, the PR person has a role in maintaining inter-departmental coordination

NOTES BY: Dr Avneet kaur Bhatia

