**CHOICE OF MEDIA FOR PR COMPAIGN**

As has often been explained the choice of media in a public relations campaign is very important. However, in order to make this choice it is essential that the public relations professional should be aware of the advantages and disadvantages of different media. This will enable him to select the appropriate media for better and positive results.

**Communication Channels & Media---- Television**

Now a days Television has become a very important media with the advent of round the clock coverage and “presence always” on every occasion.

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| --- | --- | --- | --- |
|  | **ADVANTAGES**  |  | **DISADVANTAGES**  |
| 1. 2. 3.  4. 5. 6. 7.   | Combines sight, sound & motion attributes. Permits physical demonstration. Believability due to immediacy of message. High impact of message. Huge Audiences. Good product identification. Popular medium.  | 1. 2. 3. 4. 5. 6. 7.   | Message limited by restricted time segments. No possibility of referral to message. Availabilities sometimes difficult to arrange. High time costs. Waste coverage. High production cost. Poor color transmission.  |

**Communication Channels & Media--- Radio**

Although Radio had lost its charm as an effective and desired media yet it has bounced back with distances increasing to and from residence to place of work, the in car radio and popular programming has reinvented its importance as an effective media.

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| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Selectivity of geographical markets.
2. Good saturation of local markets.
3. Ease of changing advertising copy.
4. Relatively low cost.

  | 1. Message limited by restricted time segments.
2. No possibility for consumer referral to message.
3. No visual appeal.
4. Waste coverage.

  |

**Communication Channels & Media---Newspapers**

News papers since its emergence as important media is still in extensive use as effective media.

|  |  |
| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Selectivity of geographical markets.
2. Ease of changing advertising copy.
3. Reaches all income groups.
4. Ease of scheduling advertisements.
5. Relatively low cost.
6. Good medium for manufacturer/dealer advertisements.

  | 1. High cost for national coverage.
2. Shortness of message life.
3. Waste circulation.
4. Differences of sizes & formats.
5. Rate differential between local / national advertisements.
6. Sometimes poor color reproduction.

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**Communication Channels & Media Magazines**

Magazines are also useful media as typical subject magazines can serve the media campaign purposes to a great extent.

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| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Selectivity of audience.
2. Reaches more affluent consumers.
3. Offers prestige to an advertiser. 4 Pass along readership.

5. Good color reproduction.   | 1. Often duplicate circulation.
2. Usually cannot dominate in a local market.
3. Long closing dates.
4. No immediacy of message.
5. Sometimes high production cost.

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**Communication Channels & Media Direct Mail**

Direct mailing method is very commonly used as it is an inexpensive and easy method of conveying the message to the desired public.

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| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Extremely selective.
2. Message can be very personalized.
3. Little competition with other advertisements.
4. Easy to measure effect of advertisements.
5. Provides easy means for consumer action.

  | 1. Often has poor image.
2. Can be quite expensive.
3. Many restrictive postal regulations.

 1. Problems in maintaining mailing lists.

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**Communication Channels & Media Pamphlets & Booklets**

Pamphlets help a great deal in communicating the detailed message at point of sales and also as an enclosure with the direct mail.

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| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Offer detailed message at point of sale.
2. Supplement a personal sales presentation.
3. Offer to potential buyers a good referral means.
4. Good color reproduction.

  | 1. Dealers often fail to use.

 1. May have a relatively high unit cost.

 1. Few creative specialists.

 1. Effectiveness difficult to measure.

  |

**Communication Channels & Media -Media Transit Posters**

This is also an effective media channel.

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| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Selectivity of geographical markets.
2. Captive audience.
3. Very low cost.
4. Good color reproduction.
5. High repetitive value.

  | 1. Cannot be employed in all areas.
2. Waste circulation.
3. Surroundings may be disreputable.
4. Few creative specialists.

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**Communication Channels & Media**

**( Point Of Purchase Displays )**

|  |  |
| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Presents message at point of sale.
2. Great flexibility for creativity.
3. Ability to demonstrate product in use.
4. Good color reproduction.
5. Repetitive value.

  | 1. Dealer apathy in installation.
2. Long production period.
3. High unit cost.

 1. Shipping problems.
2. Space problem.

  |

**Communication Channels & Media**

**Advertising Specialists**

Advertising specialists can also be a useful media channel.

|  |  |
| --- | --- |
| **ADVANTAGES**  | **DISADVANTAGES**  |
| 1. Unique presentation.
2. High repetitive value.
3. Has a “gift” quality.
4. Relatively long life.

  | 1. Subject to fads.
2. Message must be short.
3. May have relatively high unit cost.
4. Effectiveness difficult to measure.

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**Publicity Through Mass Media Follow 6 Rules**

1. Make sure information you offer is appropriate to the medium in content & style, and that it is timely.
2. Check all facts carefully for accuracy & double check for missing information.
3. To deal with any questions, depute a person.
4. Include captions on photographs with felt pen.
5. Never call to find why a story was not published or when will it appears.
6. Do not send out a note asking for clippings as newspapers do not run clippings.

**Cardinal Rules For Direct Mail**

**7 Rules Governing Direct Mail.**

1. Concentrate on objective of mailing.
2. Use correct mailing list.
3. Write copy what the product or service does for the recipient.
4. Design the layout & format to fit the image of the product or service you are presenting.
5. Make it easy for the prospect to take the action you want.
6. Tell the story at least THREE times & repeat mailings 2 or 3 times.
7. Research all direct mail by testing the offer, package & list for attractiveness & make alternative offers.

**TECHNIQUES**

**Overview**

In this lecture we will study different tactics and techniques used and employed by public relations professionals, to make the public relations strategy work effectively. Moreover, we will also study the preparation of annual reports, its different stages and managing meetings or speeches .We will identify the organizational responsibilities and methodology for the public relations professionals to be in action.

**Tactics & Techniques**

**Production Time Table Of Annual Reports.**

**Week 1:**

Start analysis of previous books, develop goals, themes, contact department heads for ideas copy, circulate time table with delivery date.

**Week 2:**

Begin rough design exploration. Begin copy outline.

**Week 3, 4:**

Continue with design and copy outline.

**Week 5:**

First design review & copy outline.

**Week 6:**

Start photography. Develop copy & comprehensive design.

**Week 7, 8:**

Continue developing copy & comprehensive design.

**Week 9:**

Begin production & time estimating.

**Week 10:**

Final review of comprehensive design with photos. Review Copy.

**Week 11:**

Start retouching. Develop charts, illustrations, typesetting if needed & possible.

**Week 12, 13:**

Typesetting & mechanicals.

**Week 14:**

Copy to printer, check proof.

**Week 15, 17:**

Printing & binding.

**Week 18:**

DELIVERY

**How To Prepare For Meeting Or Speech**

1. Prepare in advance – A day or a at least 2 hours before.
2. Ensure that no disturbance occurs from adjoining areas.
3. Check out the sound system.
4. Find access to lighting controls.
5. Check access to electrical outlets.
6. Have spare heavy duty extension cables ready.
7. Have proper number of chairs & tables on hand & place them correctly.
8. Make arrangements for water & sufficient glasses, cups for tea or coffee.
9. Locate a telephone besides a cell phone.
10. Make out name tags & have additional blank tags in hand.
11. Set up a table for guest information.
12. Maintain a list of guests.
13. Have attendants to help guests.
14. Prepare a program of activities for the speaker & for guests too.
15. Have information kits ready for guests & Press.
16. Be sure all computer components are compatible.

**DESIGNING PR COMPAIGNS**

In the last lecture the students were briefly told about public relations being in action .We will now study about its role in campaigns and its role in effectively combating rumors and then how to overcome and recover from problems occurring out of rumors.

**Campaigns**

**3 Objectives.**

* + To address an issue. • To solve a problem.
	+ To improve a situation.

**Purpose Is To Accomplish These By :**

* + Changing a behavior.
	+ Modifying a law or opinion.
	+ Retaining a desirable behavior, law or opinion.

**Six Types of Campaigns.**

1. Simple awareness.
2. Offer information along with awareness.
3. Public education campaign.
4. Re enforce the attitudes & behaviors of those who agree.
5. Change or attempt to change attitudes, behaviors of those who do not agree.
6. Carry out behavior modification campaigns.

**Characteristics Of Successful Campaigns.**

1. Assessment of needs, goals & capabilities of priority publics.
2. Systematic campaign planning & production.
3. Continuous monitoring & evaluation.
4. Consideration of complementary role of media.
5. Selection of appropriate media **Campaign Model**:
6. **Definitive Mission statement**.( Values )
	* the distilled essence of organization’s reason for being.
	* Implies its positioning, goals, policies. This is carried out by **….**
7. **Corporate culture**. (Shared values)
	* Demonstrated by role model.
	* Re enforced by rituals, stories.
	* the source of teamwork, morale, productivity

3. **Positive Public Relationships** (Expressed values).

* + more than marketing or communication
	+ the source of loyalty, credibility, trust.

Over a period this creates**…**

4. **Reputation**. (Understood values)

* Generates latent readiness to like, accept, trust, and believe.
* a self powering force that lies at the core of all human interface.
* Honor & integrity of its maker.

**How PR Helps To Deal With Rumors**

•Analyze the scope & seriousness of the nature & impact of the rumor before planning & engaging in any active correction.

•Analyze the specific causes, motives, sources and dissemination of the rumors.

•Confer with persons affected by or being damaged by rumors. Level with them & assure them of your concern & collect authentic information regarding the matter.

•Immediately (& massively, if it appears advisable) supply complete & authentic information regarding the matter.

•Feed the rumors yourself with counter rumors placed by trusted colleagues & confidants.

•Call key status & informal leaders, opinion molders and other influential people together to discuss & clarify the situation & to solicit their support & assistance.

•Avoid referring to the rumor in disseminating truth. You should not try to reinforce rumors itself, unless it already is in wide circulation. •Conduct meetings with the staff & others at the grass root level to dispel rumors, if necessary.

**How To Recover & Evaluate**

•Determine the causes of crisis (rumors).

•It is imperative to undercut rumors & speculations that may have been rampant.

•Decide which strategies & policies can be developed that will prevent similar or related crisis. •Ask whether the crisis plan itself worked and whether changes should be made in it. i.e.(fine tuning)

•Evaluate the performance of all personnel in the crisis situation.

**PUBLIC OPINION**

So far we have studied various aspects of Public Relations with special reference to its different publics and their identification. In this lecture the students will be explained more about the Publics and Public opinion and how to identify and determine priority publics. The important ways of handling public and public opinion will also be explained. Moreover, the students will also be acquainted with the laws of public opinion.

**PR Publics & Public Opinion Identifying & Describing Publics** There are various types of publics and types of public opinion.

**PR publics & Public Opinion**

* Modern Day Publics
* Media Publics
* Employee Publics
* Member Publics
* Community Publics
* Government Publics
* Investor Publics
* Consumer Publics
* International Publics
* Special Publics

**Identifying Priority Publics**

It is important to note and know the method of identifying priority publics. The following index named as public vulnerability importance is an easy and comprehensible appropriate method to do this.

Through **Public Vulnerability Importance**. (**PVI**) Index.

**FORMAT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   |   |   |   |  **P** **+** **V**  |  **=**  **I**  |
|   |   |   |   | **Scale (1~10)** **Scale (1~10)**  |  |
|   |   |   |   | Potential for Vulnerability of  | Importance of  |
|   |   |   |   | Organizations organizations for  | publics to  |
|   |   |   |   | to influence being affected  | organizations  |

**Audience or Public**

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**3 Ways To Describe Priority Publics**

1. **Nominatively**--- just by giving public a **name**, such as **“stockholders”**.
2. **Demographically**--- by a look at **public’s statistical characteristics** such as **age**, **gender**, **income,** **education**.
3. **Psycho graphically** --- by examining the **public’s defining emotional** and **behavioral characteristics**.

**6 Segments of Public. As per Global Values.**

**Altruists** slightly older, more women than men.

**Strivers** more male , medium age.

**Fun seekers** more men than women , younger.

**Creative** even split between men & women.

**Devout** older, more women than men, anchored in religion, faith, tradition.

**Intimates** slightly more women than men, younger, focused on personal relationship.

**Tackling Issues In Relation To Public Opinion.**

1. Sensing the problem. (Research)
2. Defining the problem. (through judgement & priority setting)
3. Deriving solutions. (through policy & strategy selection) 4. Implementing them.

5. Evaluating outcomes.

**Tips On Influencing Publics.** (S Plous Univ.of Illinois)

**If Goal Is Attitude Change**

* + Do not use graphic images unless accompanied by specific actions people can execute.
	+ Go to public instead of asking them to come to you.
	+ Do not assume that attitude change is essential for behavioral change

**If Goal Is Behavioural Change**

* + Use moral arguments as adjuncts rather than main arguments.
	+ Do not offend the people you seek to change.

**“Laws” Of Public Opinion – (Hadley Cantril)** • Opinion is highly sensitive to important events.

* + Opinion is generally determined more by events than by words – unless those words are themselves interpreted as events.
	+ Verbal statements have maximum importance when opinion is unstructured, & people seek interpretation from a reliable source.
	+ By & large public opinion does not anticipate emergencies – it only reacts to them.
	+ Opinion is basically determined by self – interest.
	+ Once self interest is involved, opinion is not easily changed.
	+ Public opinion, like individual is colored by desire.
	+ Opinion does not remain aroused for any long period of time unless opinion is aroused by words -- is sustained by events.
	+ Events of unusual magnitude are likely to swing public opinion temporarily from one extreme to another. Opinion does not become stabilized until the implications of events are seen with some perspective.
	+ The important psychological dimensions of opinion are direction, intensity, breadth and depth.