**PUBLIC RELATIONS & CASE STUDIES**

Like research case studies provide a very vital resource of data to think and plan various strategies which would have proved useful or even would not have worked. We will explain the methods of how to use these and also show how these help in overcoming crises or difficult situations. This lecture will also help the students in knowing about important rules to follow in learning from experience obtained from the case studies. Moreover, we will also apprise the students regarding the various images of public relations as defined and understood by modern public relations practitioners.

**Plautus, a Roman Poet & Playwright said —**

“That a man is wise to some purpose who Gains his wisdom at the expense and from the experience of another.”

**Francis Bacon, an Author, Statesman & a Philosopher said --**

“Learning teaches how to carry things in suspense, without prejudice, till you resolve.”

**How To Use Case Studies**

•Find a solution to a PR Problem using specific guidelines as suggested by an existing case.

•PR practitioners may dissect a historical case as a learning experience to determine what worked and what did not and why.

**How Can Case Studies Help**

**A. Case Analysis**

Analysis of historical case can be broken into **4** parts.

1. **Summary of the case.**

An explanation of the nature of problem or problems background -- & the research based purposes of PR actions taken to address the situation.

1. **Additional research into publics.**

An assessment of impact of the problem, situation or proposed action; a prioritization of the publics & an explanation of what was done to overcome that.

1. **Description of institution involved**

What it does, what it is? Copies of progress reports be examined & included in the analysis. The action taken & all communication efforts made should be explained in detail.

1. **Consideration & evaluation.**

What worked particularly well & what could have been improved.

**Learning From Experience.**

**Two Cardinal Rules**

1. Get started early & use material from executive speech, because it already has been researched & cleared for release.
2. Use arguments people can relate to ones that affect them.
3. Show what impact winning on your issue will have on the major concerns of the day.
4. Do not put all your arguments into one release.
5. Present only your case, not the opposition’s.
6. Use positive approach to refer to the other side, like “less informed” or “well intentioned.”
7. Keep in touch with the lobbyist to get feedback on which arguments are working the best.
8. Don’t just cover news media. Send to all channels.
9. Keep in mind the key objective is to win, not to merely accumulate more clippings, editorials and photo layouts. WINNING IS THE BOTTOM LINE.

**To Sum Up…. Case Studies**

Demonstrate how campaigns to achieve specific public relations objectives are planned, implemented & evaluated.

**May be used in 2 ways**

1. Case studies may pose a problem & outline a possible solution according to specific guidelines, as suggested by an existing case.

1. Case as a learning experience as to what worked , what did not & why.

**Analysis Of A Historical Case Broken Into 4 Parts.**

1. A summary & Research based purposes of PR actions;
2. Additional research into publics, an assessment of the impact of problem, situation or proposed action & an explanation of what was done to deal with the problem.
3. Detailed description of the institution involved in the problem.
4. Consideration & evaluation of what worked pretty well & what could have been improved.

**Images Of Public Relations 5 Kinds**

•**The Mirror Image**.

This is the “people” especially its leaders believe to be the impression outsiders have about the organization. •**The Current Image**

This is the one held by people outside the organization & it may be based on experience or on poor information and understanding. •**The Wish Image**

This is the desired image, the one which management wishes to achieve.

•**The Corporate Image**

This is the image of the organization itself rather than that of the products or services.

•**The Multiple Image**

A number of individuals, branches or other representations can each create a particular image which does not conform to a uniform image for the total organization.

**PR AND PRINTING PROCESSES**

Printing is and has been an important tool of public relations. It is important that a PR professional should know about the printing processes, its fundamentals and its various important segments required for outstanding results etc. besides explaining about different processes and printing methods.

**Why is printing important in PR?**

---A principle medium for disseminating information, a primary function of PR.

**Fundamentals Of Printing**

•Types & uses of printed material in public relations.

•Methods of distributing public relations printed matter.

•Printing processes & techniques.

•Preparing copy for printing.

•Typography. •Engraving.

**Why Important?**

PR professional should know about print, printers, printing methods & printing Requirements.

**Generally**

Important to distinguish between 5 main processes of printing.

1. Letterpress 2. Lithography

3. Photogravure 4. Flexography

5. Silk Screen

**PR and Printing Processes**

**Printing Plate (Type, blocks, electro etc)**

**Letterpress**

**(Relief process – Printing surface raised)**

**Printing Plate (Photographic)**

**Lithography**

**( Planographic process – Printing surface level ) Photogravure : Recessed surface**

**Printing Plate ( Photographic ) Grid or resist formed by edges of cells etched into surface**

**Typography**: The point System

Letterpress words in metal, while wooden words used for printing large posters.

Typefaces (individual type designs) are measured by point system originating to USA. Typical typestyles were 6, 12 & so on e.g.

See below:

**Fonts:** A in 12 points A in 20 points A in 24 points & so on

**Style**: A in ARIAL style A in **Calligrapher** style & so on

**Different Names Of Fonts In Use**

ARIAL, BROADWAY, CALLIGRAPHER, ALGERIAN, BAZOOKA, HEATHER, CASTELLAR, FORTE, **LUCIDA**, SCRIBBLE, GEORGIA & TIMES NEW ROMAN

**Letterpress**

It is a printing process that works by taking hard type (lead, magnesium, and polymer) applying ink to it and the having it striking paper under great pressure. It works in much the same way a rubber stamp works except the hard type actually penetrates the paper leaving a product that has depth and feel. Both can be adjusted by varying the amount of pressure.

**Offset Printing**

In the early part of 20th century, it was discovered that ink could be transferred from the lithographic surface to an intermediate rubber surface & then to paper. The rubber intermediate, called a blanket, can transfer ink to paper and to a wide variety of materials that cannot be printed directly, including plastics & metals. As the soft blanket conforms to the texture of the surface to be printed, lithographic image quality is unrivaled.

**Photogravure Printing**

Photogravure prints an image from an etched copper engraving plate that is created from a transparency of a photographic image. The photogravure printing process produces a photographic image composed of fine lines rather than dots.

**Silk Screen Printing**

This is based on the Stencil principle. The printing area being cutout to allow the ink or paint to be pressed through the space which is covered with a screen of silk, nylon or organdie mesh. This is an old Chinese invention.

**Types Of Paper Used For Printing**

**1. Newsprint**

A cheap, absorbent paper suitable for newspapers.

**2. Offset paper**

A super calendared & polished paper suitable for magazines, letterheads, prestigious stationery.

**3. Imitation Art**

A polished paper with china clay content.

**4. Art Paper**

A high class paper with a coating of china clay or similar substance on one or both sides which is highly polished.

**5. Antique Paper**

A very rough, bulky, absorbent paper.

**Some important tips for printing.**

**Copy Tips**

•Copy should be typewritten in double spaced lines.

•At least 1 inch should be allowed for margins on left & right side of paper.

•Don’t carry a paragraph to another page.

•Type only on one side of paper.

**PR And Printing Processes**

•Place the word “continued or more” at the bottom of page if copy continues to next page.

•Number pages. •Clearly indicate end of copy.

**Artwork Tips**

Photos, drawings, tint blocks & other decorative matter should be marked for size & position in the finished job.

**Layout Tips**

•In selecting type variations for a layout select type that will reflect the message you wish to convey.

•Select type variations which will harmonize & avoid too many type variations. •Best to confine to family of one type family.

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**PUBLIC SPEAKING -- A PR TOOL**

**Overview**

Public relations professional has very often either to speak or make arrangements and prepare its management chief or other department heads to deliver speeches for various reasons at different occasions .It is important that these should be well written, well spoken and convey clearly the objective for which these are being made. In this lecture we will inform the students about various stages and advantages of making such speeches and how to conduct them and use these to the advantage of the organization.

“Just saying a few words”---- Basically this implies that to speak less but with authority and with facts will be the best and effective policy. This implies that it is the best and a most desirable low key & high quality approach to PR

**Key Benefits**

* It helps promote you as an expert in PR.
* It develops awareness of your company, group or cause.
* It offers you an opportunity to obtain feedback from people you do business with.
* It helps generate sales & business leads.
* It is good means of networking with potential contacts.
* It generates follow up opportunities to speak to other interested groups.
* It is cost effective. You don’t pay to make speeches & very often it can actually earn you money.

**How To Prepare**

In order to be effective it is imperative that the speaker should answer following questions.

* Who will be in the audience & how many of them will there be?
* What will be their interest?
* Will they be male or female or both & of what age?
* What attitudes will they have, about your subject & the world in general?
* Are they hostile to certain subjects & enthusiastic about others?
* Are there issues particularly troubling them at the moment?
* How much do they know about the subject?
* Has the audience listened to a similar talk recently?
* How long will you be expected to talk?
* Will there be question answer session afterwards?
* Will there be a PA (public address) system to amplify your voice?

**What to say?**

Be Interesting

Budget your time

Be entertaining

**How To Develop Your Speech**

1. Decide key points.
2. Create a logical order.
3. Draft the speech.
4. Your final notes.

**Preparing To Speak**

* Practice makes perfect.(Rehearse and read it many times)
* Delivering your speech.(**Style**) Speak slowly, clearly and do not shout.
* Case history: (Without preparation many speakers cut a sorry figure.)
* Following up your speech.(Distribute your speech to the press)

**Why You Might Turn Down Speech**

* It will take too long to research & write the speech.
* It won’t lead to other opportunities.
* You can make a more profitable speech elsewhere on the same night.
* Not enough of the right people will hear your speech to warrant the effort.
* There may be others to speak who you don’t want to speak against.

**Exploiting Existing Public Speaking Opportunities.**

• Effective way is organizing seminars.

* Seminars are great opportunity for market research & to obtain desired feedback.

**Organizing A Seminar**

• The venue.

* Setting up the fee.
* Promotion.
* Finalizing numbers. • Preparing the work materials. **To Sum Up --- Remember**
* **Collect Data.**
* **Make Notes.**
* **Rehearse.**
* **Speak slowly yet with authority.**
* **Be short & precise.**
* **Don’t shout.**
* **Keep note of audience mood.**

**Don’t use difficult words.**