

## PUBLIC RELATIONS – TOOLS

### Meaning

1. Public Relation is all about communicating effectively with the public.
2. Public relation is the process of managing communications between a business and buyers.

### PR TOOLS

Let us now broadly classify the PR tools used to communicate to the public :

Oral communication

Printed and graphic communication

Print Media

Outdoor Media (electronic displays, hordings and posters)

Broadcast Media (Radio, Television and Films)

Other Media( Websites, endorsments and exhibitions)

### ORAL COMMUNICAITON

Oral communication is similar to interpersonal communication where there is a two way communication. This is also called face to face communication or person to person communication. This was the only form of communication when there were no means of modern communication. Oral communication is a an effective PR tool which allows for questions and clarifications

### SPEECH AND INTERVIEW

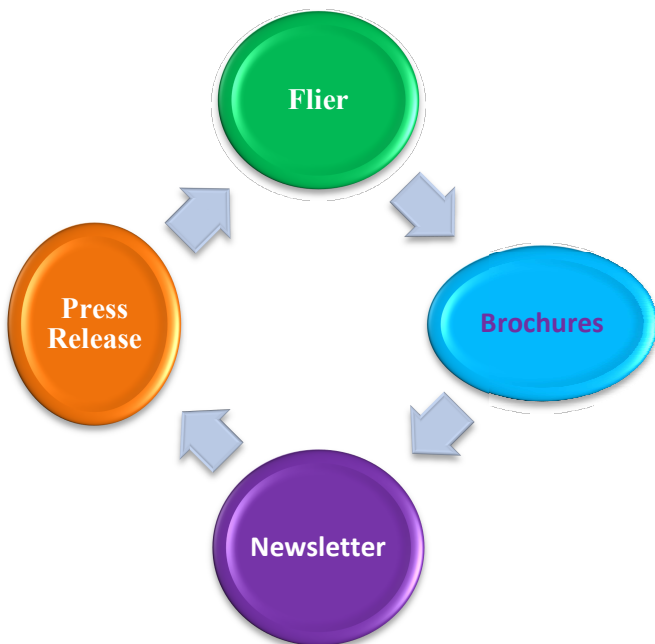
You must have heard or seen the Prime Minister or President addressing the public on special occasions like Independence Day through the radio or television. Have you found their talk impressive?



What have you learnt from their messages? This is an example of a speech which is a primary form of oral communication.

The term 'interview' means another form of oral communication where you find one person asking questions and the other answering them. The former is called an interviewer and the latter the interviewee. In this method, the interviewee gets an opportunity to impress the audience, fulfilling one of the goals of public relations.

## PRINTED AND GRAPHICS COMMUNICATION



**Flier** Sheets of paper which provide information are commonly referred to as fliers or handbills.

Therefore we can say that:

### Fliers:

- Represent the simplest and easiest form of information tool used in public relations
- Were the first written material used for public relations
- Are unfolded sheets posted on bulletin boards, delivered by mail or distributed by hand.
- Present a single message rather than a series of separate message units.
- Time specific and address a particular event
- Serve awareness objectives through information.

### Brochures

'Folded sheet of information which can be read like a book and provides information which is relevant over a longer period of time'.

### Newsletter

What exactly is a newsletter?

- It is a printed publication produced at regular intervals.
- It is distributed to a particular audience seeking information.
- A newsletter should focus on information relevant to its public or audience.

## PRESS RELEASE

A press release is the most important form of written communication used by a public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.

### How is a press release developed?

The text of the press release is written in the form of a story with an attractive heading so that the media quickly grasps and circulates the message through newspapers/radio/television/internet.

- Found in various sizes
- Mostly full page
- More than one advertisement may be placed on the same page
- Normally only one advertisement is placed on a page.

## Print Media

Let us discuss how print media is used as a PR tool. You must have seen several advertisements appearing in newspapers and magazines. What do they consist of? They consist of textual messages as well as some visuals or pictures. These advertisements are examples of PR tools used in the print media. They are worked out effectively to attract the reader's attention away from other competing advertisements. But you find that advertisements appearing in newspapers and magazines are different in a number of ways. Let us list them

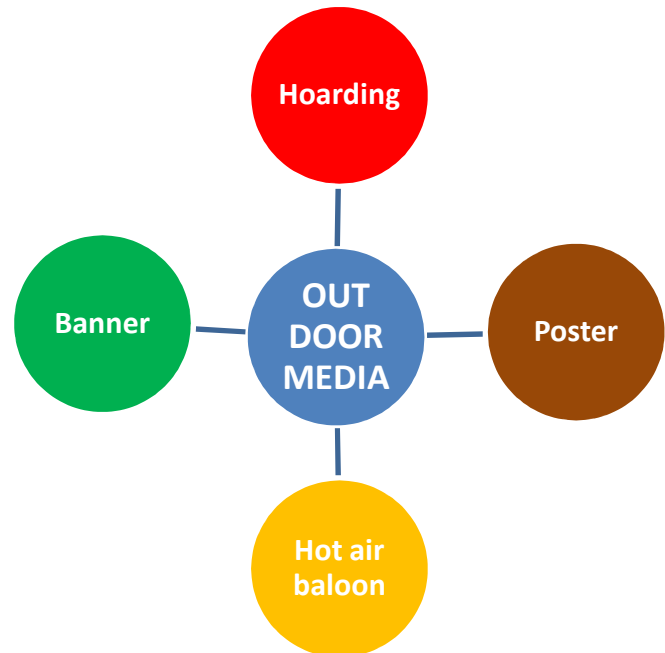
### Newspaper advertising

- Generally in black and white

### Magazine advertising

- Generally in colour

## OUT DOOR MEDIA



## OUTDOOR ADVERTISEMENT

Hoarding , Poster, Banner

Hot air baloon

Advertisement on bus panels

## OTHER FORMS OF MEDIA

### WEBSITES:

A website is a collection of web pages and images which is accessible to the public through the internet. The internet web is the most commonly used form of media for public relations.

### CELEBRITY ENDORSEMENTS:

Have you heard or seen a celebrity or in other words, a well known person talking about a particular brand of soap or soft drink on radio or television? Here, you always find that a person who is likeable and familiar to the audience is chosen to describe a product and to persuade the public to use the product. This is what is referred to as 'celebrity endorsement'.

### EXHIBITIONS:

Exhibition is another PR tool to enhance public relations activity

- The exhibits or items displayed leave a lasting impression on the minds of the people
- It involves participation of people on a large scale
- Products can be exhibited and demonstrated in a relaxed atmosphere
- Exhibitions provide scope for generating business

## DO YOU KNOW

### PR TOOLS

- Oral communication (speeches and interviews)
- Printed and Graphic communication (fliers, brochures, newsletters, press release)
- Print media (newspaper and magazine advertising)
- Outdoor media (electronic displays, hoardings, posters)
- Broadcast media (Radio, Television and Internet )
- Other media (websites, endorsements, exhibitions).

## EVALUATE YOURSELF

Q.1 Have you come across products which were endorsed by celebrities? If so, have you been convinced about them and bought any of them? Write about your experience.

Q.2 Visit the website of All India Radio and write down your opinion on whether the messages and visuals you see there are useful and appealing?