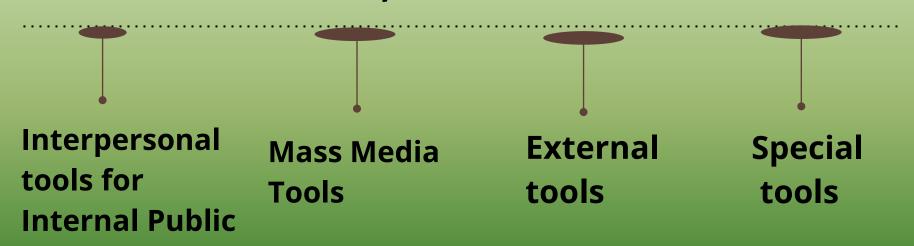


# Tools of Public Relation

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# Tools of Public Relations



# Interpersonal tools

- Newsletters
- Meetings
- **Memos**
- Telephonicconversation/Emails
  - **Notice Boards**
- **Suggestion Boxes**
- Seminars & Conferences
- Workshops
- Inhouse Journals

# **External Tools**

- Audio & Visual
- Brochures
- Annual Report
- News & Publicity
- Website

# Mass Media Tools

- Press Conference
- Meet the Press
- Press Briefing
- Press Release
- Photo features
- Interviews
- Advertorials
- Backgrounder
- Rejoinder

# Special tools

- Case Studies
- Special Events
- Corporate Events
- Celebrity endorsement
- Digital Promotions

# Media Relations

#### **Media Writing Skills**

- Press Release
- •Rejoinder
- Backgrounder
- Advertorials

#### **Organizing Events**

- Press Conference
- •Meet the Press/Press

Meet

Facility Visits(Press

Tours)

#### **Media Tracking**

Keeping a track record of all the coverage given to the organizations

Types of Press Release

#### Feature/Prod uct PR

Written in feature style

#### **Bad PR**

For the announcement of the mishappening in the org

#### **Spot PR**

PR of an event that has happened on the spot

#### **Response PR**

PR written in response to the earlier report in media org

#### **Created PR**

PR of event that is pre planned

#### Press Release:

It is an official document used to alert media of any event or happening in the organization. In it no personal interaction is required. Also it is used to provide inf. to reporter to write a story. Steps for writing a Press include:

- To the point
- **b)** Factual
- c) Conclusion
- d) Avoid repetition
- e) The right reporter
- of) Contact Info.
- g) Journalistic style
- h) Lead should include 5 W's &1 H
- i) Name of agency sending PR
- j) Date & amp; Place
- **k)** Release should have title or sub-title
- I) Mark it by immediate

## Rejoinder:

They are written to address constructively and positively comments & criticism made by assessors. It is done to back up the positive and defend the negative. While writing a rejoinder one should keep the following points in mind:

- a) Acknowledge suggestions
- b) Accept valid Criticism
- o c) Address all specific criticism
- d) Approach comments seriously
- e) Don't repeat assessor comments
- of) Be brief & succinct
- g) Use plain English
- h) Get feedback

### **Backgrounder:**

It is an indepth information piece providing, as the name implies, background information on a specific issue. While writing a backgrounder, one should keep the following points in mind:

- a) Start it with a concise statement on issue or subject accompanying PR
- b) Follow it with historical overview of issue
- c) Trace the issue's evolution
- d) Describe y is issue important these days
- e) Present implications of the issue
- f) Use subheads



g) It includes: Title/headline, Org.'s name, address, web site, table of contents, key contacts, one sentence describing ur org.

h) Focuses on offering inf., insights and often simple statistics abt a piece of subject.





#### **Advertorials:**

An advertorial is a form of advertisement in a newspaper, magazine or a website which involves giving information about the product in the form of an article. Usually, a brand pays the publisher for such an article.

## **Press Conference:**

A **press conference** is an event organized to officially distribute information and to answer the questions from the media. The media is invited by the organization.





# Why should Press conference be organized:

- Event includes a prominent individual to whom the media should have access.
- Significant announcements to make, such as a campaign start-up or a lobbying victory.
- Emergency or crisis centred around your group or the issues it deals with.
- When a number of groups are participating in an action, and the show of support will emphasize that this action is news.
- To react to a related event; for example, when a national report relevant to your issue is released.

#### **Steps for organizing a Press Conference:**

- 1. Define the message
- 2. Schedule the date and Time
- 3. Pick the site
- 4. Select and Train your participants
- 5. Contact the media
- 6. Follow up with media
- 7. Develop a Press Kit
- 8. Prepare the room

#### **Press Tour(Facility visits):**

Press tours are designed to get you in front of selected, influential members of the press for face-to-face conversations that can increase the chances of positioning your company for coverage in the media.

Mostly two different days are assigned for the print and the electronic media as per the types of organization.

#### **Steps for organizing a Press Tour:**

- Make a list of all the editors and reporters you and/or your public relations agency have relationships with in the area you plan on touring.
- Make yourself(Big Tanks) available
- Reporters need a compelling reason to meet with you. Know why?
- Separate days to be allocated for Print and media journalists
- Briefing to be made at silent place
- Reporters to be priorly informed for the accommodations whether or not to be provided.

## Media Tracking:

Media Tracking is essential due to the important features:

- a) Media monitoring in all mediums
- b) Interacts on social platforms
- c) Tracks the competitors
- d) Provides deeper insight into the future campaigns
- e) Prevent crises or cut down your response time
- f) Study the trends of the market

# **Thank You**