



Tools of Public Relation

By Dr. Gitanjali Kalia

Associate Professor, Chitkara University, Punjab

Tools of Public Relations



**Interpersonal
tools for
Internal Public**

**Mass Media
Tools**

**External
tools**

**Special
tools**

Interpersonal tools

- Newsletters
- Meetings
- Memos
- Telephonic conversation/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

```
graph TD; A[Types of Press Release] --> B[Feature/Product PR]; A --> C[Bad PR]; A --> D[Spot PR]; A --> E[Response PR]; A --> F[Created PR];
```

Feature/Product 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
- f) Contact Info.
- g) Journalistic style
- h) Lead should include 5 W's & 1 H
- i) Name of agency sending PR
- j) Date & Place
- k) Release should have title or sub-title
- l) 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
- c) Address all specific criticism
- d) Approach comments seriously
- e) Don't repeat assessor comments
- f) 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 why this issue is important these days
- e) Present implications of the issue
- f) Use subheads

Backgrounder

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.

Repair Hair Damage

ADVERTORIAL

You may think you don't need damage therapy products – but the truth is your hair may be worse off than you think. Think products that target hair repair aren't too good? Think again. Studies show that 80 percent of women actually suffer from damaged hair. Here's a look at what are the usual causes of hair damage and how we can avoid it.

What looks beautiful could actually be damaged

When you straighten your hair or blow-dry it too often, it might look shiny and beautiful, but there might be damage hiding underneath, as the hair shaft keeps getting damaged and weakens over a time. It is advised to take care of your hair by using a damage repair shampoo and conditioner for the same.

Causes of hair damage

Hair is damaged due to physical and chemical tension. Physical damage is caused when we use a fine brush to pull the hair shaft or use irons that damage the cuticle. Chemical damage comes into play when we undergo hair treatments like colouring, perming, or re-bonding.

Environment also damages the hair

Our environment is a major cause of hair damage. Pollution in the air causes dryness making hair dull and unmanageable. Therefore, it is advisable to use conditioner on your hair after using shampoo.

What you eat is important

A diet rich in proteins, vitamins and minerals is great for a lustrous mane.

Tips to repair hair damage

Use a mild pH-balanced shampoo and conditioner on your hair.

KNOW HOW TO DO IT RIGHT

- **Dove Intense Repair Shampoo** with FIBRE ACTIVES and MICRO MOISTURE serum repairs accumulated damage inside your hair to correct split-ends. Gently massage hair and scalp with a few drops. Rinse after 2 minutes.
- **Dove Intense Repair Conditioner** contains advanced FIBRE ACTIVES to reconstruct your hair. Apply a small amount to wet hair and massage from root to tip.
- **Dove Intense Repair Daily Treatment Conditioner** infused with FIBRE ACTIVES that penetrates to the heart of each strand. It does not only mask the symptoms of damage on the surface but releases small molecules that penetrates deep into the hair core repairing damaged fibres from within.
- **Dove Intense Repair Mask** protects your hair from damaged by excessive styling and exposure. Use once a week before washing. Wrap hair in shower cap for 3 minutes after applying, then shampoo and wash.
- **Dove Intense Repair Overnight Treatment** repairs one-month's loss proteins in just 1 night*. After shampooing, apply a small amount onto towel-dried hair from mid-length onwards. Leave it overnight. No rinse needed.
- **Dove Intense Repair Leave-on Cream** gives additional conditioning and protects throughout the day. After shampooing work small amount through hair. Dry you hair and style as usual.



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.

CAREER GLIMPSE

Special feature brought to you by  

Pay It Forward

Having benefited from a strong social support network when he was growing up, Fareez today chooses to excel in a meaningful profession, coming full circle as a social worker.

SHERALYN TAY

SINGAPORE – Losing his father when he was 13 presented a daunting quest for Mohamed Fareez. Bin Mohamed Faray. Apart from the an emotional pain, Fareez, his elder brother and widowed mother had other pressing concerns – how to cope financially.

"We were fortunate because we had help from many areas. A charity gave us some financial support. My extended family banded together to help us and even my teacher counselled and encouraged me," he recalled.

This gave Fareez the strength to do well in school and go to university. Inspired by the people who give him support, Fareez took up a Social Work degree and received the Lin Foundation Scholarship administered by the National Council of Social Service (NCSS).

"Social work is one way I knew I could contribute to society in a tangible way," said the 30-year-old Senior Social Worker at The Ang Mo Kio Family Service Centres (Chang Si).

Apart from 'daytime' job – holistic process of evaluating cases, building rapport, exploring solutions, pulling together resources, and empowering his clients to work through their problems – Fareez connects with each client with empathy that draws from his own personal experience.

Once, Fareez sat off on a deep meditation upon being alerted about

an elderly lady who was living in a void deck. After numerous searches around the neighbourhood, he finally found 60-year-old Mdm Ho Yoke Kien*.

Stranded from her family, Mdm Ho had no one else to turn to and had been homeless for six months.

The appreciation and the smiles from my clients and the resilience I see in them keeps me going.

– Fareez, a professional social worker who draws inspiration from many of his clients.

Fareez first took time to listen to Mdm Ho to earn her trust. He even applied for aid and looked for alternative housing options for Mdm Ho.

Fareez also facilitated her admission to a senior's home, visiting often to support her adjustment to her new life. The difficult journey was ultimately rewarding for both Mdm Ho and Fareez.

Despite the sad circumstances inherent in many of his cases, Fareez sees the silver lining in each one and draws inspiration from them.

"The appreciation, the smiles and the resilience I see in my clients keeps me going," he said. Each case has a visible life lesson.

"The job helps my personal development and makes me reflect



Fareez on a home visit to facilitate access to social assistance programmes for his client

on and value my relationships better. As I help others, they help me too," he said.

It is a way of contributing, spending goodwill, empowerment and strength in people and seeing it bloom.

For career details: socialworker.sg

* Not her real name, name changed to protect individual's identity

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