

Public Relations

- Actual use of phrase Public Relations made by Thomas Jefferson in 1807- Seventh address to Congress
- Queen Elizabeth I of England
- According to Scott Cutlip PR began in America when Sir Walter Raleigh persuaded ppl from various parts of America to settle in rural Virginia as part of his land settlement policy

- Next stage was support for American Revolution
- American Constitution, (opinions of mankind)
American Civil War.(opposing parties were represented to public thru PR)
- 1880s PR began to develop thanks to industrialization
- 1900 first PR agency known as Publicity Bureau formed in Boston

- In 1915 Ivy Lee(father of PR in America) pr
practioner made truth declaration of facts for
Pennsylvania Railroad company on accidents
- PR journal started in 1944
- Imp of PR widened more by 1950s

Pr in India

- Passed thru many phases
- **Philanthropic phase** (1890s to beginning of second world war) not practiced in deliberate manner just to provide information
- Indian Railways eg of PR(pvt enterprise, attract travellers)
- Tata Iron and Steel 1912 (community relations thru model township- Jamshedpur)
- Central Publicity Bureau to disseminate war information had bureaucrats and reps from Army Navy and air force
- Central bureau of information 1921 merged with Directorate of Public Instruction later became – Directorate of information and Broadcasting 1939

Phase of subsequent activity

Now there was a conscious activity, emergence of public opinion

DIB campaigns on recruitments, price control and rationing
House of Tatas formed Public relations department (1945)

Post Independence phase

Result of independence and emergence of new political, social, economic and cultural institutions- PR activities developed

Boost thru institutions like Parliament and State Legislatures
Govt wanted to inform public

- Ministry of Information and broadcasting set up depts like Publications division, Film Division etc for two way communication btwn ppl and govt.
- Industries started booming.....they needed a favourable image among public
- 1958 PRSI Bombay established to promote PR as profession and form a code of ethics

- **Emergence of Professionalism in India**

Growth of Pr as a profession developed rapport with international PR associations

1968 first Pr conference was held in Delhi to win national recognition, Code of ethics was adopted and parameters of PR professional defined

2nd conference dealt with status of Pr personnel

3rd conference tried to understand nature of environment in country and the changes.

Today development of Pr activities is indicative of acceptance of PR as an imp function of management in both pvt and public sectors.

International Public Relations Association 1955

Make in India campaign

Mahatma Gandhi can be called the father of Indian PR

Public in PR

Every org has public.....not to be confused with general public.

Public in PR is divided into internal public(employees) and external public(customers).....also have international public in terms of globalisation and info revolution

Categories of Public

- Employees (internal public)
- Financial publics – shareholders, financial analysts, stockbrokers, suppliers
- Distributors
- Customers
- Government -Central state govt bureaucrats etc
- Opinion leaders - community and caste leaders
MP MLA

- Media public- Newspaper, radio TV Films
Internet
- General Community- Neighbourhood-
- Special public- Women farmers tribals
minorities
- International public

Public Opinion

***Public opinion alone can keep a society pure
and healthy*** Mahatma Gandhi

***With Public opinion on our side everything
succeeds without public opinion on our side
nothing succeeds*** Abraham Lincoln

P O is an expression of a belief held in common
by members of a group or public on a
controversial issue of general importance

- PO is expressed after controversy, dispute and debate over some controversial question which concerns the welfare doctrine and value systems of a group
- Not One opinion of majority but two or more differing points of view
- The basic obj of PR is to measure analyze and influence public opinion which develops from attitudes of individuals comprising from public,

- Attitudes are the feelings or moods of a person for or against some person, org issue etc
- Changes in attitude occur when an existing attitude no longer provides a person with satisfaction or when his aspirations are raised.
- Public opinion is formed by individuals composing a group who express their own opinion on a controversial issue

- Composite opinion resulting from interaction of ind opinions.
- PO involves transformation of ind. opinion into group opinion brought about by the influence exerted by members of a grp on the individuals opinion.

Impact of Public opinion on PR

- PR has to find out its obj as far as opinion is concerned. Whether it is to sell a product or to save it depending on that it can change public opinion.

Two instances of change in public opinionTylenol and Cadbury.

Tylenol fiasco of 1982....Tylenol extra strength capsules painkiller of Johnson and Johnson were laced with cyanide leading to death of 7 ppl....stopped production and advertising recalled entire stock worth millions reissued product with triple safety seal.

- Cadbury worm incident.....claimed it was due to the storage and not quality of product....problem occurred at the distribution end
- Project Vishwas initiated..... campaign for dealersthree step strategic programme for retail and distributionaims at building awareness among retailers about storage requirements for Cadbury products, assistance in improving storage conditions at the retail end and strengthening packaging of the Cadbury Dairy Milk range.

PR dept in an organization

- Flexible dept.....differs from company to company...some employee relationship some employee communications....some companies an aid to marketing....contacting press
- Imp communication with all of its contacts inc labour, customers, suppliers, stakeholders, press community, neighbors and the public also help management with advice on matters with PR aspect.

Qualities of PR man

- The PR professional has to manage reputation of your company. Understanding and support for company as well as trying to influence opinion and behavior

Responsibilities

- Reputation Management
- Goodwill creation
- Crisis Mgmt
- PR Strategies and Campaigns
- Press Conferences
- Media Plan
- Coordinating interviews
- Communication Budget
- Cordial Relations
- Excellent Communicator
- Effective Marketing
- Internal Communication
- Communication with Senior Mgmt

- Answering Queries
- Corporate Identity
- Translating Content
- Maintaining Archives
- CSR Activities
- Anthropology and Psychology
- Other Functions (conduct events, exhibitions, road shows, parties, facility tours, delegation meets, conferences and undertake sponsorships)

Roles and Responsibilities

- **The nature of his jobs needs him to:**
 - Think logically during a crisis
 - Analyze and update himself with the trends in the industry
 - Be aware about the clients competitors and its presence and activities in the market
 - Have excellent media relations
 - Be a good Public Speaker
 - Represent his company at conferences
 - Arrange press launches
 - Act as the client's spokesperson
 - Provide training to the client to be his/her own spokesperson
 - Do Online PR
 - Manage Events
 - Evaluation of the effect of a PR activity
 - Establish corporate identity
 - Do strategic planning

Qualities and Skill Sets of a PRO

- **Qualities and Skill Sets of a PRO**
- Professional approach
- Networking skills
- Interpersonal skills
- Written and oral communication skills
- Analytical skills
- Emotional intelligence
- Innovating and troubleshooting skills
- Organization and management skills
- Leadership qualities
- Creativity
- Storytelling traits
- Curiosity
- Knowledge of current affairs
- Result oriented
- Self-disciplined
- Tech-savvy
- Competitive
- Constructive thinker

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Imp Of Market Research In PR

- Research establishes a foundation for PR plan. PR professional use this to learn understand about the organization, its goals, and its target market. Helps them to give advice and direction for the PR plan
- Research allows for preparation of change and to know industry trends, Continuous research helps to analyze the market and be prepared for it.
- Research grants proper evaluation. Final activity in PR is evaluation it helps to find out how the campaign helped the company and make out perceptible changes from in company from baseline research

Types of Market Research

- Knowing your client
- Finding your Market
- Choosing your Media.

PRSI

- Public Relations Society of India established in 1958
- Recognize PR as an imp profession and to present it to the public as a strategic management tool
- Till 1966 it was a pvt entity after which it became a formal body.
- Though founded after independence PR as a profession flourished in 90's
- Kali H Moody was an important figure in PRSI during its inception
- April 21st is observed as National Public Relations Day in India(as the first Pr conference was conducted in Delhi)

Membership

- Diff kinds of members in the society:
- Members
- Honorary Members
- Life Members
- Associate members and student members

Chapters

- The regional sectors of PRSI are called chapters.
- 1969 chapters in Mumbai Kolkata Chennai and Delhi
- Now there are 30 chapters and 3000 members
- Chapters conduct seminars and conferences also collaborate with universities and colleges to educate students about growth and scope of PR.

Ethics Of PR

- **ETHICS**- principles of conduct based on distinction between right and wrong.

Code of Ethics

A code of Ethics codifies a professional group's relationship to society, shd be Harmonious with expectations of society, give freedom to members of the profession. Ethics are shaped by:

- The wider moral principles of society
- The aims of the profession and occupation.

PRSI Code of ethics

- Code of Athens adopted by PRSI in 1968
- based on the UN Charter of Human Rights reaffirms “ dignity and worth of the human person”.
- PRO come simultaneously into contact with millions of people have a power that has to be restrained by the observance of strict moral code
- If the code is violated the member will be subjected to penalty.

Code of Ethics entails that

Shall Endeavor

- Every human being is entitled to his rights under the “Universal Declaration of Human Rights”;
- To establish transparency in all communication process by fostering the free flow of essential information
- To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact;
- To bear in mind that, because of the relationship between his profession and the public, his conduct – even in private – will have an impact on the way in which the profession as a whole is appraised;

- **Shall Undertake**

- To observe the moral principles and rules of the “Universal Declaration of Human Rights”;
- Uphold, human dignity, and to recognize the right of each individual to judge for himself;
- To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views;
- To act, in all circumstances in such a manner as to take account of the respective interest of the parties involved: both the interests of the organisation which he serves and the interests of the public concerned;
- To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employers, past or present, and of all the public’s that are affected by his actions;

- **Shall Refrain From**
- Subordinating the truth to other requirements;
- Circulating information which is not based on established and ascertainable facts;
- Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity;
- Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.