

# **POPULATION EDUCATION & RURAL DEVELOPMENT**

## **Paper- IV, Sem-II**

### **Unit- III**

#### **Public Relations**

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## **Public Relations: Networking with Public, Corporate and Voluntary Sectors**

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### **Public Relations:**

“Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.”

- Institute of Public Relations, USA

Public relations is a strategic communication process individuals and organizations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain an effective and strong relationship with the target people.

### **Origin of Public Relations**

Thomas Jefferson (1807) used the phrase "Public relations" in the place of "State of thought" while writing his seventh address to the US Congress. In India, Great Indian Peninsular Railway Company Limited (GIP Railways) carried on publicity in Public Relations campaign in England for promote tourism to India through mass media and pamphlets. During the time of First World War a central publicity board was set up at Bombay (now Mumbai) for disseminating war news to the public and press. After Second World War the Public Relations activity gained importance both privates as well as Government started Public Relations campaigns.

## **Need for Public Relations**

Investing on Public relations will help the organisation to achieve its objective effectively and smoothly. Public Relations is not creating good image for a bad team. Since false image cannot be sustained for a long time. Though the organisation product or services are good it need an effective Public Relations campaign for attracting, motivating the public to the product or service or towards the purpose of the programme. It is not only encourage the involvement from the public and also resulting in better image.

## **Functions of Public Relations:**

- Public Relations is establishing the relationship among the two groups (organisation and public).
- Art or Science of developing reciprocal understanding and goodwill.
- It analyses the public perception & attitude, identifies the organisation policy with public interest and then executes the programmes for communication with the public.

## **Elements of Public Relations**

- A planned effort or management function.
- The relationship between an organisation and its publics
- Evaluation of public attitudes and opinions.
- An organisation's policies, procedures and actions as they relate to said organisation's publics.
- Steps taken to ensure that said policies, procedures and actions are in the public interest and socially responsible.
- Execution of an action and or communication programme.

- Development of rapport, goodwill, understanding and acceptance as the chief end result sought by public relations activities.

## **Public Relations role in Government**

The Government public relations contributes to:

1. Implementation of public policy.
2. Assisting the news media in coverage of government activities.
3. Reporting the citizenry on agency activities.
4. Increasing the internal cohesion of the agency.
5. Increasing the agency's sensitive to its public's.
6. Mobilisation of support for the agency itself.



## **Types of Public Relations**

Public relations can be divided into 7 types. These are:

**Media Relations:** Establishing a good relationship with the media organizations and acting as their content source.

**Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.

**Government Relations:** Representing the brand to the government with regard to the fulfillment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.

**Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.

**Internal Relations:** Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility. Cooperating with them during special product launches and events.

**Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.

**Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

## **Networking with Public:**

Networking is an essential skill that every public relations practitioner should obtain. It may even help you land your first job or move up in the industry! Networking is all about talking to people to create new relationships and build up a series of connections in the industry.

Networking is extremely important when you're developing a client base from scratch. Even several years after launching your new venture, you need to get out there and meet business owners and entrepreneurs. Through networking, you have the opportunity to spread your message, tell people about what you do, how and why, and build relationships and contacts.

### **These may be classified as:**

- Those producing goods such as petroleum, coal, steel, engineering, pharmaceuticals and agro-based industries, and
- Those offering services like trading, technical consultancy, transportation, financial services and tourist services.

The public sector often evoke more public interest than the private sector because of its large work forces, losses and its policies and quality of products. Keeping this in view, the PR personnel should be committed to the philosophy of the public sector. The PR chief must have direct access to the primary sources of information in the organization and know the basic philosophy of the industrial policy of the government.

## **Relations with Corporate:**

Unlike some corporate functions, such as legal and finance, the communication function does not have as its primary mission fulfilling specific regulatory or compliance requirements. As a result, the function is rarely organized in a uniform fashion from one organization to the next. Similarly sized organizations can vary widely in the resources and number of employees devoted to communication. Reporting relationships and functional responsibilities also differ depending on the nature of the company.

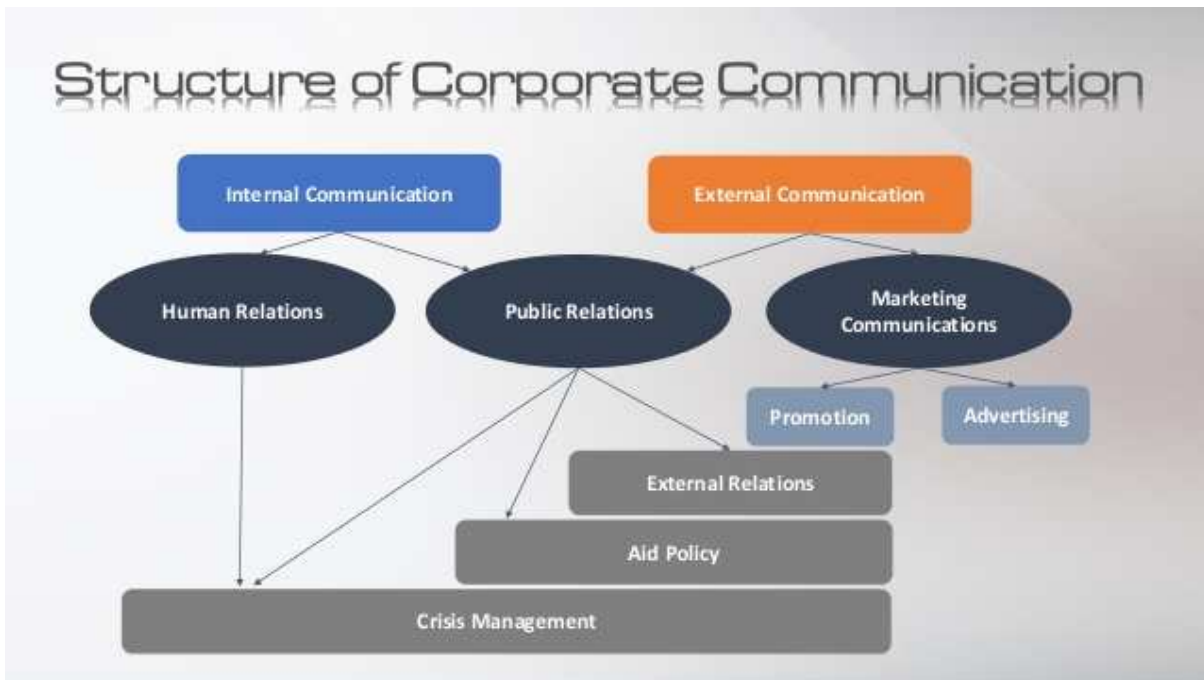
For example, companies that are heavily focused on building and sustaining strong consumer brands may devote far more employees and greater attention to the communication function than organizations that operate exclusively in the business-to-business sector. A company that sells directly to consumers has a greater need for a large media relations team since it can field dozens of calls each day from both mainstream and trade media. When a new product is being launched, the staff will be called upon to plan press conferences, conduct satellite media tours with local television stations, and organize customer events.

Companies that sell their products to other businesses rather than directly to consumers may have similar needs from time to time, but they are usually on a much smaller scale. Some industries, such as fashion, entertainment, packaged goods, and travel, place a greater emphasis on communication than those with longer selling cycles, such as construction, manufacturing, and engineering. Newer fields, such as computing, also tend to rely more on public relations and social media programs than through traditional advertising channels.

In many organizations, the senior leader of the communication team reports directly to the CEO, whereas in others, that individual may report to the head of legal, marketing, or human resources. Regardless of the specific reporting relationship, in virtually all companies, the function is responsible for communicating with the media and usually has the lead role in developing employee communication as well. Public relations activities, such as the management of corporate events, press conferences, product launches, large employee gatherings, and leadership meetings normally also are managed by the chief communications officer (CCO) and his or her team.

In some companies the function is also charged with managing investor relations—that is, communicating with the company's shareholders and financial analysts who follow and report on the company. In a publicly traded company, the investor relations function must comply with a number of securities regulations regarding the company's disclosure of its financial results. These activities involve the release of quarterly and annual financial results and providing timely information to shareholders regarding any event that meets the definition of materiality, an event that could have a positive or negative impact on the company's share price. In fulfilling these requirements, the investor relations function works closely with the finance and legal departments, as well as the company's outside audit firm.





## **Public Relations with voluntary sectors:**

Public Relation for a Voluntary Organisation or NGO is only a promotion of communication both within and outside the organization to project its image and to eliminate all sources of misunderstanding. PR effort is to earn goodwill, present a responsible image and motivate the public in the favour of the NGO and Voluntary Organisation. Every Voluntary Organisation must, therefore, integrate PR into its everyday activity. PR activity may be carried out by volunteers, members, or outside professionals depending on the size, needs and aims of the agency. It may be part time work or a full time work with a team of experts. One may briefly state the following to build a case for PR in Voluntary Organisations: . Voluntary Organisations depend on public support for funds and manpower; They need to keep people informed of their activities to create a favourable image among the masses; Awareness campaigns must therefore be carried out for public support; Only sustained communication can help generate funds; Media relations

must be cultivated for publicity; Relations with Government need to be established; Interaction with other related organisations is necessary; Propaganda by vested interests needs to be effectively countered.

### **Public Relations Functions in An Voluntary Organisation**

Right policy and good performance do not automatically get appreciated. Therefore PR activity is imperative. PR is the means of creating confidence by gaining credit for the achievements. PR person is responsible for establishing and maintaining mutual understanding between NGO and its publics. This can be done by planning and executing the dissemination of information outwards and collecting feedback from the publics both internal and external.

A good PR person must have high communication skills, sensitivity to various audiences, capacity to deal with challenges and possess organizational skills. He must have alertness, integrity, creativity and leadership qualities. The persuasive skills of a PR person lie in his/her ability to convert a negative attitude into a positive one. Frank Jeffkins analyzed effective PR as "the ability to convert hostility to sympathy, prejudice to acceptance, apathy into interest and ignorance into knowledge.

### **Major Tasks:**

**Information Service:** In order to ensure public acceptance, information must be provided to the public about the policies, accomplishments, special events and the beneficiaries. This can be done through the press and other media. Good information services are essential to create awareness and counter any propaganda.

**Image Building:** Specific publics must be identified and the PR person must determine the existing public attitude. He may also have to carry out an opinion research to find out any prevailing misconception.

**Counselling:** After determining the public opinion and assessing needs, the PR activity and projects must be planned with the administrators. This involves establishing policies and planning PR programmes.

**Message Production :** The message to be communicated to the public whether it be a speech, a letter, a script or a news story, should be such that the public is persuaded favorably.

**Co-ordination & Leadership:** All activities of the organization must be carried on under close supervision of the PR person. This involves training, planning, budgeting, controlling etc.

**Providing Motivation in Training:** PR effort is essential to secure new members for the organization and also to motivate volunteers to work for that cause.

Liaisoning: With related associations to secure their support.

**Fund Raising:** Good PR is important to improve public understanding of the services of Voluntary Organizations. It is important to have a favorable public opinion in order to be able to raise funds. Fund raising by itself requires a lot of skill and hard work.

**Evaluation:** It is also important to maintain reports, clip books etc. to measure qualitative and quantitative progress of the media coverage. Evaluating the effectiveness of Public Relations campaigns is also an important part of the responsibility.