

Pr elements and functions



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BUSTER**

5. Programme Elements. PR is skill oriented profession. Major elements are:-

(a)Media relations. (b)Advertising and advertorials. (c)Audio-visual production. (d)Brochures. (e)Briefing papers. (f)Corporate identity. (g)Exhibitions and displays, (h)House journals, news letters and bulletins. (j)Photography. (k)Presentation, conference and seminars. (l)Research (public opinion). (m)Sponsorships. (n)Websites - internet, emailcommunicationin PR programme, PR TV, PR radio and PR film. 6. Merit In-House Department. (a)Integral so known to all other department. Better communication for collection of information. (b)Permanent employees so understand company more closely. Can respond immediately and involve in day to day operation (c)Easy to collect background material easily.. House journal, annual report, corporate frofile, documentary easily made. (d)Will be on the spot in crisis situation. (e)Full time service without additional expenditure. (f)More economical. Can dovetail materials used. 7. Limitations In-House PR Department. (a)Being employee uncritical and biased. b)Can not have varied experience. (c)Transfers so continuity suffers. (d)Sometimes drawn without training and educationso tend to be non-professional

Management of PR Department 1. Good management principles are most essentials for good PR. Basic elements to manage PR Department 1. Basic Structure of PR Department affects implementation of PR management.. 2. PR Practice. In India three methods - In-House PR department, PR consultancy (can result in maximum expertise) and mix oftwo suitable for large organisations..

PR Consultancy. 3. PR Department. Size related to size of organisation. 4. PR as Top Management. PR should have a voice to shape mission and strategic

planning. Director should report to CEO. 5. Areas of PR Department. Sectors of PR Department are:- (a)Employees PR (b)Financial and shareholders PR (c)Suppliers Relations (d)Distributors and dealers PR (e)Customers Relations management (f)Marketing PR (g)Govt Relations. (h)Crisis management (j)Corporate advertising k)Reputation management and media relations management. (l)communityRelations and socialresponsibility6. Major Events. Company centenary celebration, new product launch, Company merger. Advance planning is key. Checklist to include objectives, audience, budget, detailed programme, messages, venue, date and time, invitation forma& list of invitee, catering, PA system, lighting, flower, commentator, seating & table plan, minute to minute programme, media coverage, photo& video coverage, rehearsals. . Functions of PR Department. (a)Interpret public opinion. (b)Keep management informed. (c)Conduct opinion research. (d)Carryout PR programme. (e)Inform public. (f)Identify adverse criticism. (g)Issue clarifications. (h)House journal. (j)Training in PR. (k)Employee cooperation programme. (l)Open house programmes. 8. Feedback is an important facet.