

Bharath College of Science & Management
Thanjavur - 5

Dept. of Visual Communication

Title of the Paper

Public Relations

UNIT - III

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Public Relations

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Unit - III

Internal communication

- is defined as the transmission of information between organizational members or part of the organisation. It takes place across all levels and organizational units of a company. This is public relations - just a form that happens internally.

There are several benefits of having an effective internal communication.

⇒ Top 5 important benefits

1. Transparency: Having an effective internal communications approach brings transparency amongst the employees helping them understand the bigger picture better. Transparency is the hallmark of Public Relations.

2. Smooth co-ordination: People understand the value system of the company better which reduces potential clashes between the work space force and helps in having a quicker turnaround time.

3. Increasing productivity: Having a well-structured communications system leads to leaders understanding their teams and their needs better.

4. Higher employee retention: Communications ^②
help employees understand and company
and people better. If they are in sync with
the management and their team leads, then
there is a higher chance for them staying
longer in the organisation and contributing
to its growth.

5. Sense of ownership towards the company:
The feeling of ownership leads to employees
taking up greater responsibility. This
increased sense of responsibility helps
better in innovation and newer ideas,
improving the overall quality of work.

External Communication: The conveyance
of information from within organization
to an external audience or media outlet
These entities may include customers,
Prospects, referral sources vendors, or
members of the media.

Employer Employee relations

③

When an employer hires, he is not just adding a new members to the organization, he is also forming an employee and employer link. Employers and employees who successfully grow a steady relationship are more likely to be happy and loyal to each other.

⇒ Few essentials for Employer - Employee Relationship

1. Mutual Respect

2. Knowing Each other

3. Communicating Freely

4. Knowing the Gap

5. Embracing Recognition:

Employers should remember that appreciation and recognition are equally important as criticism.

6. Understanding what 'Control' means

⇒ How a good Employer Employee Relationship Helps your Business

1. Fewer Workplace Disputes:

A friendly work environment leads to a reduction in conflicts.

2. Addend on productivity: When employees feel happy, they are more likely to give their best efforts on the job.

3. Higher Engagement Rate: The close relationship can make the employees grow and stay for the long term because they feel valued. ④

4. Higher Retention Rate: To avoid business loss, it is better to invest in creating a strong relationship rather than spending on new searches.

5. Easier work Assignment: Employer should know their employees' strength, weakness and the current and potential range of their expertise. It helps in assigning responsibilities and avoiding mix-ups. This helps the employees to stay motivated and complete the given task easily.

6. Quick Understanding of problems:

Open conversations assist in being aware of existing business problems and drawbacks which helps in finding quick resolutions.

7. Workplace Equality: The employees don't tend to work harder and be productive.

8. Earning Employee Advocacy:

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A strong employer employee relationship can create a consistent employee advocacy strategy and active them as promoting assets.

Community Relations

Community relations refers to the various methods companies use to establish and maintain a mutually beneficial relationship with the communities in which they operate. The underlying principle of community relations is that when a company accepts its civic responsibility and takes an active interest in the well-being of its community, then it gains a number of ~~its community~~, then long-term benefits in terms of community support, loyalty, and goodwill.

Types of Community relations programs,

1. Taking an active interest in community problems.
2. Sponsoring youth activities
3. Participating in local government
4. Joining business and service groups
5. Purchasing materials and supplies from local companies
6. Encouraging community education and culture
7. Making offices or other facilities

- ⑥
- available to community organizations
8. Supporting local charity drives
 9. Taking part in civic activities.

Public and Private Sectors

What is public sector?

Public Sector encompasses the companies, enterprises or businesses where the govt. is the owner of the business by way of a majority share holding in the business. The businesses are controlled, managed and operated by Government.

What is private sector?

Private sector includes those companies, enterprises or businesses which are owned by private individuals or private companies. The companies in private sectors are controlled, managed and operated by private individuals / private entities.

Public Sector Vs Private Sector

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Head to Head Difference

Public Sector

Private Sector

Basis Definition

Public Sector

refers to the part of the country's overall economy which is controlled by the government or various government bodies

- Refers to the part of the country's overall economy which controlled by individuals or private companies

Ownership

Public Sector companies are owned and managed by Govt.

owned and managed by private individuals and private companies

Primary Purpose

Generally, Public sector entities are driven by the purpose of providing the public services to the common public at a reasonable cost in their respective industries by being also self sustainable and profitable

The purpose of companies in the private sector is profit making by operating within the rules and compliances of the respective country

Industry Focus.

Water, Electricity, Education, oil, Gas, Mining, Defence Banking, Insurance, and Agriculture, etc

Technology, Banking, Financial Service, Manufacturing, Pharmaceuticals, Real Estate, Construction, etc.

Public Sector

Financial Support

Gets all possible financial support from Government even in adverse circumstances wherein the financial health of the companies are not good

Private Sector

Very little or no financial support from the Government unless a private entity is too big and systematically important for the country

Listing in Stock market

Entities in public sectors are publicly traded on exchanges

Entities in private sectors are publicly traded on exchanges

Profitability

Relatively less profitable because of their primary purpose of not being profitability driven

Relatively more profitable than their public sector counterparts in the same industry

Government Interference

They are subject to the uncertainties related to unfavorable Govt. decisions and larger Govt. interference

Relatively less exposed to Government interference.

Public Sector

Ease of doing business

Relatively easy to operate in a country because of its proximity to the Government

Resource of mobilisation

Better placed to raise funds from the market because of backup by Govt, irrespective of company's financial health.

Work culture for employees

Relatively relaxed work culture with higher job security. However pay and perks may not be that attractive in comparison to private sector companies.

Private Sector

⑨

Relatively difficult to operate and manage the ~~regularity~~ regulatory issues and compliance in a country in comparison to public sector companies

Depends upon the financial strength of the private sector entity. Stronger the financials, better capacity to mobilize funds from the market

Competitive work culture with performance-based ~~career~~ career growth and better pay in comparison to public sector companies.

PR Counselling

Refers to how ~~are~~ we communicate with our clients. More specifically, counselling is a recommended course of action that will serve the clients' short and long term goals. Suggesting a modification or change in the client's current communications stance, actions or change ⁱⁿ external audience or organisation based on an event

⇒ Situation of requirement of specific counsel

Include:

- Serious perception problems
- not moving products rapidly enough
- Seeking to expand into new markets
- threatened with takeover, lawsuit or investigation
- competition is ~~market~~ making significant ^{moves}
- accused of polluting the environment
- pioneered new technology and ready to go to market,
- etc.

⇒ Where does counselling work?

- ⊗ You have the confidence of the client
- ⊗ It is pragmatic and well thought out.
- ⊗ You are able to ~~avoid~~ avoid problems, not just handle them.
- ⊗ You call in appropriate team support or professionals
- ⊗ You demonstrate that you understand the unique problems of the client and the difficulty of changing the way we have always done things.

PR Agencies

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Responsible for writing and distributing press releases, assists companies with speech writing and the writing of pitches, help companies get in touch with the right journalists and media providers, create and execute a range of special events which are designed for public outreach as well as media.

⇒ Works of PR Agency

PR agencies and Advertising agencies share the same goals: promoting clients and making them seem as successful, honest, important, existing or relevant as possible.

But the paths of creating awareness are vastly different.

Advertising is paid for by the client and should be viewed with skepticism.

Articles or TV appearances in respected publications have the advantage of third party validation and are generally viewed more favorably.

PR and Advertising

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PR and Advertising have completely different roles for our business, which are important to understand.

Advertising is creating paid announcement to be promoted through different types of media including online, print, TV, out-of-home and radio.

PR is a strategic communication process that builds mutually beneficial relationships between organisations and the public

⇒ Differences between PR and Advertising

Paid vs Free

Advertising: You pay for an advertisement to be placed in media

PR: Your PR agency develops a strategic for you to gain publicity in the media.

Message Control

Advertising: You have control over the content of your advertisement including where and when it will be seen in the media

PR: You have less control of your coverage in the media. once you send a story

idea to a Journalist, they have control over it. They can choose to change your story idea or not even publish it all. However, your PR agency should offer you media training so you know how to control an interview and make the most of any media opportunities they create for you. (B)

Duration of Coverage:

Advertising: you can pay for an advertisement to be shown in the media as many times as your budget allows.

PR: An advantage of PR is that you can send a story idea to a number of journalists who will then publish the story in different ways. This allows your target audience to see the information differently in many mediums, which may be more effective at reinforcing the message.

Credibility / Believability

Advertising: Advertisements have less credibility than the coverage gained by PR. When your target audience sees an advertisement they know it has been bought by a company trying to sell them something.

PR: PR provides information and ~~data~~ news worthy stories to a journalists so they can write an article about your product or business, if they chose to. An article written by a journalist will be presented in an unbiased manner and contains the journalist's third party endorsement. PR can be a very powerful tool because it can help shape public opinion.

Target audiences

Advertising: Your company can pay for an advertisement to be placed directly in the media ~~for~~ your target audience is interested in, whether this is women's magazines, TV or drive-time radio.

PR: PR professionals can communicate your message to a target audience in a variety of channels.

The channels could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more.