

# Public Relations

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## UNIT-IV

### PR for Hospitals

#### Hospital Public

Hospital Public includes Staff members, patients and relatives and the governing board whereas the wider public will embrace all such groups as in case of any other Government and social organizations.

#### Initial Impression

Patients, relatives and Community usually form a rather permanent impression of the entire hospital either from their initial contacts which may be with the outpatient Department, Accident and Emergency or even Enquiry office.

⊗ It is often judged by the Standard of efficiency or courtesy offered by these dept.

The inpatient area is no less important

⊗ As inpatient dept is not a first contact point, it gets comparatively less attention from public relations point of view

#### Common complaints against the hospital

⊗ Rough behaviour of lower category of staff.

⊗ Neglect in patient care by the staff

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⊗ Undue delay in rendering services; and influence, poor information and guidance system.

## Need of Public Relations

It has been estimated that eighty percent of the problems confronting management have public relations implications.

Hospitals cannot serve in isolation and hence it needs to assist the society and to gear itself to meet the expectations of the society to give them fullest satisfaction.

Good services coupled with sound working practices and fair treatment of employees and medical staff is not enough unless a sound program of public relations is developed and practiced.

- ⊗ Increased government activities.
- ⊗ population explosion creating communication problems
- ⊗ Increased educational standards resulting in rise in expectations.
- ⊗ Progress in communication techniques.

# Responsibility

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## Responsibility of P.R.

- 1) Every hospital employee has a responsibility towards gaining the confidence of public by discharging his duties efficiently
- 2) Every action by each employee is an act of gaining public relations.
- 3) Major responsibility ~~rests~~ rests with the highest governing body of the organization

Primary responsibility is combined affair between the trustee, the administration and the public relations staff concerned.

Secondary responsibility rests with all other hospital functionaries.

The Clinicians should also be involved more actively in total hospital public relations efforts they are the viable and visible links among the patients, families and visitors and hence with the rest of the community.

## To improve P.R

- ⊗ High quality of patient care will ensure simultaneously good public relations.
- ⊗ All courtesies must be extended to the patients projecting a good image of the hospital
- ⊗ Reception should be available in the right time.

⊗ Telephone operators should answer calls promptly and politely ~~and~~ respond to the queries of the caller

⊗ Environmental Sanitation, Cleanliness and physical comforts provided to patients create good impression. well kept lawns, good surroundings create good impression.

⊗ Reception, Enquiry and Admission office should be established as one single unit. The staff for such places should be specially ~~get~~ selected.

⊗ The outpatient is the most sensitive place from the public relations point of view. So, special care to be given to it.

⊗ To avoid public ~~resentment~~ resentment separate counters should be opened for the ~~of~~ hospital, employees.

⊗ People coming to casualty or emergency are charged with emotions, anxiety and sense of urgency. This department should be staffed and equipped for round-the-clock services.

## Casualty Department

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A hospital information booklet with adequate information to be provided which is helpful to patients and their relatives.

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## PR for Charitable Trust

### ⊗ How to promote Using PR

Public Relations is a great way to build awareness for a charity, grow the brand, communicate to a target audience and encourage support.

As many organisations have a strict budget they may not be able to afford to invest much money in advertising or marketing. Charity organisations can then conduct their own PR activities to promote the business and stick to their budget.

### Case studies:

Case studies are short explanations of a project or issues your charity has worked on. They describe a problem, show how you achieve a solution and detail the results you achieved.

### Social media

## Ambassador:

By using a celebrity as an ambassador you can use their fame to generate awareness for the charity and ~~of~~ gain more interest from the media.

## Pitch to the media:

Journalists will be more likely to write a story about the charity .....

## Start a blog

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## PR for Defence

The actions of the military have long been covered by news reporters, in times of both peace and war.

By the Vietnam war, same-day coverage had become the norm. The American people saw not only the consequences of war but could witness much of the actual fighting. As the popularity of the war decreased among many Americans at home, the pictures of burning villages and body bags fueled

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the growing antiwar sentiment. Extensive coverage of antiwar demonstrations on college campuses contributed to public distrust of U.S. involvement in the affairs of South East Asia and the escalating military actions.

News coverage was influencing public opinion against them, and ~~as~~ many in the military viewed the media as adversaries set on undermining the entire war effort.

In subsequent years, the military has placed much greater emphasis on preparing for dealing with the media in times of war.

During the brief Grenada conflict 1983, reporters ~~of news media~~ were ~~highly~~ not allowed to cover the invasion as it began. Although members of the news ~~media~~ media were highly critical of the military, national polls showed that most Americans did not share their outrage.

The news media's reporting of the Persian Gulf conflict in early 1991 was unlike anything previously experienced. According to H.T. (Jerry) Dalton, Jr., Corporate Public Relations Specialist and former Air Force brigadier General in charge of

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Air force public Affairs: we are witnessing for the first time the phenomenon of live TV coverage of a war. Problem is that there's absolutely no time to put the report in perspective and explain how it fits into big picture.

So immediate was the coverage that military leaders on both sides, including ~~Iraqi~~ Iraqi leader Saddam Hussain, relied ~~shavily~~ heavily on news reports - particularly that of cable News Network (CNN) to follow initial military activities as they ~~accurred~~ occurred. And unlike previous military engagements, the military was well prepared for the onslaught of reporters, perhaps too well prepared, according to some reporters. Department of defence assistant Secretary for public Affairs Pete Williams became a regular on the evening news as he was often the only authoritative source on events in the Persian Gulf.



In 1992, 20 news organisations, <sup>⑨</sup> including the Associated Press, the Washington Post, CNN, and others, proposed to the Pentagon a set of principles for a wartime news coverage.

The principles provided that public affairs officers should ~~act~~ act as liaisons but should not interface with the reporting process, journalists would be allowed to ride on military vehicles and aircraft whenever possible, and journalists will make every effort to assign experienced reporters to cover combat operations. Although many in government endorsed the principles, the Pentagon insisted on retaining the right to review battle field reports prior to their publications or release to reporting pools.

Since the end of world war II, a key component of U.S. military policy has been based on the precept that a high state of military readiness is an effective deterrent to war, but only if that readiness is communicated to the rest of the world. To that end, an increasingly professional cadre of public relations

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specialists serves in every branch of the military, usually under the title of Public Affairs. Many of the enlisted Journalists and public affairs officers trained for their public relations roles at the Defense Information School, Fort Benjamin Harrison, near Indianapolis, Indiana, or at universities offering Undergraduate curricula in Public Relations and Journalism.

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## PR for Political Parties

Chunavneeti is India's first political Public Relations Agency particularly dedicated to give professional assistance to political Aspirants, Political Candidates, political stalwarts, and political parties in India.

Chunav Neeti sincerely attempts to work as an asset generation to anybody and everybody - newly or ~~or~~ remotely, related or linked with politics.

Gajendra Sharma, The ~~founder~~ founder of <sup>①</sup> ChunarNeeti, is India's best communications and political strategist and has dedicated 6 years to political PR. His creative inputs have helped us build a strong foothold when it comes to political PR for independent candidates and parties.

ChunarNeeti's Role is to - Assist:

- ⊗ political Aspirants to gain strong foothold in the political field
- ⊗ political leaders in further strengthen their overall image
- ⊗ political parties in rising as winners, hold their stronghold position and avoid and secure their image in difficult times.
- ⊗ ChunarNeeti combines qualities of political strategists, political Analyst and political Journalists/Editors, political experts and publicists who together are progressively prepared to redo, conceptualize and execute a carefully thought, exceptionally precise election campaign strategy.

ChunarNeeti's Role in Political PR

Prior to any Elections, it is vital for the political parties to painstakingly

investigate the variables that have ~~been~~ promoted the public to vote for them in the last elections and their candidates in the imminent Assembly Elections in the state.

Such activity will help an individual or public to distinguish the zones which require critical consideration. It is additionally essential to determine the mood of various areas of the electorate so an execution plan can be drawn up.

Apart from political PR, we assist individuals and parties in political campaigning, political research, political marketing, political management, environment mapping, and so on.

Election strategies: (Dawai filiazim)

- 1) Print media management
- 2) Public opinion poll
- 3) Electronic Media Management
- 4) Socio-economic and political profile compilation.

- 5) Social Media Management - Facebook, Twitter, Instagram and whatsapp and youtube.
- 6) Pre-poll and post-poll scenario by a reputed think tank followed with media visibility.
- 7) media support to the visit of senior leaders, Star Campaigners.
- ~~8) Media support to~~
- 8) Constituency media management
- 9) Press Releases
- 10) Perception mapping
- 11) press conference
- 12) study on party achievements
- 13) Speech writing
- 14) Candidate profiling
- 15) slogan Development
- 16) Sample Survey (internal/external use)
- 17) Content Development
- 18) media management
- 19) Campaign Material Design
- 20) Campaigning Roadshows, pada Yathirai, rallies, events, etc.
- 21) Development and printing
- 22) Strategic input
- 23) videos production
- 24) Competition Mapping
- 25) on-the ground surveys.