

**IQRA National
University**

School of Management and Social Sciences

Department of Media Studies and Mass Communication

Subject: Fundamentals of Public Relations

Program: BS (MSMC) 6th Semester

Instructor: Amjad Khan

Final Term (Spring Semester 2020)

Time Allowed: 180 min

Total Marks: 50

Name: Haris Khan

ID: 13825

Note: Attempt all questions.

Q:1 Elaborate the role of PRs in Marketing?

Q:2 Explain the importance of Press Relations in PRs?

Q:3 Choice of media plays an important in PRs Campaign, do you agree?

Q:4 Briefly discuss the role of PRs in Various Organization?

Q:5 What is Crisis Management in PRs? Explain in detail.

Ans 1: Role of PR in marketing:

Public relations play an important role in marketing because in public relation our focus is on public and we want to satisfy the public as much we can in our available resources, and market also comprised of public.

Role of PR in marketing includes the following:

- **To educate market:** PR role include education to market, by education to market means that to give sufficient information to marketers that they know about up downs of your products or services and can easily answer the question raised from end buyers in market. So in order to satisfy the marketer, we indirectly enhances the chances that the sellers who sells on recommendations of that marketer would also be likely to be able to satisfy the end buyers.
- **Prepare the market in Advance:** Whenever a new product launches like for instance a new mobile phone by a company so they arrange promotional events in which they invite all marketers and give brief details about there product so through this the market would be aware that what is the product, how it works, what's special in it, what is its pros, pricings, why choose that instead of others etc. is shared, and these usually occurs before product launch to prepare there market in advance.



- **Products & Services already on the market:** for products and services which are already in the market would be promoted by means of introducing various kinds of discount, like in Ramzan you might have seen discounts on beverages, or in current situation, you might have encountered this that nestle juice packs comes with a serial code which is then to be sent to jazz so in return the customer will get free internet, giving the advantage of promotion of both Jazz and nestle in return, Please check attached image.



- **People who sell your product or buys it:** There is a 50 50 chance that whenever a buyer wants to buy a new product so he might be aware of it through his personal research, or in other case, he would just go to a seller and tell him that he needs product for describable specific purpose and he personally has no idea about it, so the seller will recommend a product to him and convince the buyer that it will get his desired job done and this assurance process would be carried out through public relations because through PR, the seller is now capable of knowing enough about the product that he can recommend it to consumers easily.
- **Cost of advertising:** PR also directly helps in cutting cost of advertisement because with a good brief about there product in arranging a launch event like one I have mentioned above, they indirectly shifts the advertising duty to marketers, now its there hassle to give information to other sellers because marketer is impressed by the product and he see it as an area of public interest.

Ans 2: importance of Press Relations in PRs: First of all, both the press and PR are interdependent on each other, and both get their glass of juice when working together.

How and why: Both are interdependent on each other because whenever a product launch happens or some kind of news related to organizations comes which might be governmental or private but both are released mostly through PR of that organization.

Now PR handover that information to the Press and then press mold it according to there needs or just publish it, if they find it suitable or important, and that way the needs of press is also fulfilled because they need a story to publish and now, they have it.

Now importance of press relations: A PR needs to maintain good relation with press of different media organization because the press is the one who throw spotlight on the news comes from the organization, if the press don't want to give much attention to them so they will publish it in way

that public would give less attention to it, or in many cases just throw the information into dustbin because, it do not comply with policy of news organization or it do not have that capability of attracting public interest or the PR have not good relations with that press organization so they don't value there releases and thus not getting published.

Which is why the importance of press relations in PR is very important because it helps in getting ease in publishing narrative of the PR side organization or else it is hard to get place in bunch of stories, which the news organization receives on daily basis, by bunch of stories means that news organization receives stories on daily basis about different issues but they have the capacity to publish only few because of its value, and getting a slot in the valued one is not an easy job.

How the story should be sent: here is few tips for story which is easy to get published.

- Subject: What is the story about?
 - Details: What are the colors, sizes, prices, performance figures or other details.
 - Propose an orderly sequence of information.
 - should have short paragraphs, short sentences & simple words, because news organizations don't have to time for dictionary reading.
 - should not be more than ONE page.
 - Important points should be given headlines.
 - Subheadings will help in emphasizing points.
 - Figures. Will substantiate your message or claims.
 - Quotation Marks are essential for quoting sayings.
-
-

Ans 3: Choice of media plays an important role in PRs Campaign, do you agree?

Yes, it does without any doubt.

How and Why: first of all, we need to look at how different media works and what are its target audience plus what is it that we are running a pr campaign for?

After that we need to select our platform for the advertising of our product or other required tasks.

- For instance, take a look at television: TV channels have vast amount of audience but the audience solely depends on type of content a channel is offering like weather its entertainment, news, religious or others, plus which channel is watched more in which region so we should target that location if it fits our needs.
- Then comes Radio: which is also a good source an almost same operations of entertainment, news, and others activity are conducted through it in audio only plus it usually has much more targeted zones where it operates for or operates form.
- Then Newspaper, which also is comprised of almost all kinds of stories and type of content which is offered is only readable or viewable images only.
- Then comes new media or social media: which is based on internet and do not have any limitation, it provides all sorts of choices to users to tune into whatever he wants to hear or listen or view which combines to the tv, radio and newspaper all alone, and just require a mobile phone or a computer and an internet connection. Plus is the most beneficial way to run pr campaigns on because it offers the deepest amount of targeting audience, and have bundles of data about users, which helps in advertising with them.

Now it solely depends on type of campaigns but as I have personally experienced mobile phones campaign so I would share my views on it.

Whenever a new flagship phone launches so first of all the launching event is organized where sometimes celebrities also get invited, plus the social media influencers are invited into that launching event. Now social media influencers are those youth who have made a good reputation on YouTube mostly and have an amount of subscribers in millions who are loyal to that influencer.

Now the trick is that, those influencers are invited to attend and at that event they get the hands-on experience about that product and at the end of that launching event ceremony, the PR of that organization hands them the copy of that phone, some time for permanent use or some time just for making a review on. Now one might say why would someone take a phone just for review purpose and a company who is also not sponsoring them either, so why on earth would they accept that deal.

So the answer to the above question is that the phone is already a flagship which means it has packed with the best features out there for the generation it is being released for so it has no doubts, so the YouTube influencer takes that phone, makes his review on it, describes its pros and cons, and releases the video and in return he gets paid by YouTube through ad revenue, plus the users who have interest in that device, when they view that video so get to know about the details he needs to go to and buy it plus the influencer is his favorite YouTuber too because he has subscribed to his channel, so he doesn't hesitate when buying that product because he trusts that influencer.

Now what does the organization get in the above whole process is that they only focus on TV and news paper for the advertisement of that phone and do not worry about the other side because other people are working for free for them, which is a trick to reduce ad costs significantly, because a single advertisement can't influence someone's mind but the originality which the reviewer has shown in his review and more than a million people have watched it full also gets more clarity about the product than in advertisement, which is a kind of win-win situation.

Now it solely depends on the needs of PR that which platform suits best for the objective to get completed but the answers remain yes to the question that choice of media plays an important role in PR campaigns because in my example above, if the PR of that launching ceremony doesn't choose YouTubers, so he loses the significant attention which his product would have got if he just had taken the right decision and in our case he did and chose YouTube which benefited that company.

Ans 4: role of PRs in Various Organization?

Roles of PR are mostly the same in every organization which are routine tasks like:

- Communication with public.
- Resolution of conflicts of organization with public.
- Resolution of conflicts between an organization.
- Launching advertisements.
- Guidance of public about their services.
- Communication with the press like press conferences, press releases etc.
- Planning for increasing sale of products through various techniques.
- Planning to make the company image better in public.
- Giving briefings to marketers.
- Give briefings to other organizations who want to work with the PR organization.
- Arranging of events.
- Create a gate-keeping mechanism for information inflow and outflow.

- Researching and conducting marketing analysis for better assessment of ratings and public feedback about the organization.
- Etc.

Now I have said above that the duty is mostly the same because the most basic function of PR is to present a better image of the company to public through various means, because every company or organization wants to grow more by engaging with more public and in process of growing, the company needs someone who can effectively carry the responsibility that under his watch the company would surely get benefit, and for this purpose the PR has to be allowed to do whatever it takes to save the company from all kinds of crisis, conflicts, and other problems because the PR is trained to this, so it can't be different in other organization, because organization is made for the public, if it can't provide what the public need from it so it won't develop and eventually it will go down.

Like for instance take example of call centers for mobile networks, users can call in anytime to their respected network call center for his needs, like the customer needs to subscribe a package but he don't know the procedure so through call center he gets to know the procedure, or for example the user is getting trouble with anything, like signal issue, balance issue, trouble about receiving unknown calls, or other type of problem, which the user is facing so the user just call to call center and ask them about the issue and the call center side tells him that it will be resolved or anything which has gone wrong in using the specific services. Now sometime the user is so much in trouble that he is angry about the service and he like going to stop the use of that cellular network for his rest of life, but he decide to call to call center to lodge a complain, and when describing his issue he is very angry due to that issue, but from other side the PR on other end in call center deals with him so nicely and helps him resolve the matter without raising his voice or fighting etc. because it his job to deal with the problems of public and give them an appropriate solution for the headache caused to the user.

Now in the example I have given above, the PR in call center can give a befitting reply in anger to the person using there network can tell him that due to his fault the problem occurred to him in a harsh manner and will eventually force him to kneel down and don't show anger but what would be the aftermath?. The after math would be that the user will no longer use there services even if that was his own fault, and on the other hand the PR listen to him fully and then guide him for the solution properly and in result the user get so impressed that he is now recommending the services of that network to others also.

So basically, a PR knows the psychology and deal others nicely to get the job done and avoid conflict, to give benefit to him organization.

Ans 5: Crisis Management in PRs:

Meaning of crisis:

A time of intense difficulty or danger and important decision must be made quickly in order to cope with the problem raised.

A crisis is an event that disrupts normal operations of a company or organization and, if badly managed, can ruin hard won reputations in just days and even, in some cases, destroy companies.

Types of crisis:

- **Virus outbreak:** Like the current corona virus outbreak in current time which has forced limited industries, organizations, companies works and thus resulting in loosing of thousands of jobs, creating a severe crisis for the mid tier companies, organizations, industries. Like for instance take example of Aviation industry, the airplanes are grounded because there is limited number of passengers for travelling due to which the aviation industry can't pay salaries to their employees, they can't pay the parking fee for the parked aircraft on airport, so in other words its destruction of the aviation industry.
- **Natural Disasters:** Disasters that cause you to cease or limit operations will hurt partners and consumers, who may choose to replace your services. While you can't do anything to prevent a natural disaster but to plane for emergency.
- **Environmental Issues:** companies that deal with sensitive environmental issues such as pipeline construction, wetlands mitigation, energy, hazardous materials, and others the public is demanding transparency, especially when something goes wrong.
- **Cybersecurity:** Breaches and hacks are an incredible threat to all businesses, but specifically in interest of general public, this threat has more level of concerns regarding banking purpose, and in situation like a hacking of bank and stealing money online can put the bank under severe level of public conflict.
- **Product Recalls:** Product recalls or defects can damage a company's reputation for years. You should have a crisis communications plan in place if a problem ever arises. During a product recall, sales of your particular product will no doubt decrease, but sales in other product lines may also suffer if your brand's reputation is compromised. Prevention and communication is key to rebuilding brand trust, as an example we would take Galaxy Note 7 phone, after its release, a dangerous issue is reported by users which was that galaxy note 7 phone would get blast randomly and no one was aware of why it is happening, as a result the Samsung has to force recall the phone, and soon issued new phone to the customers, but overall the reputation of the company was damaged badly because there should be no compromise on public safety and the Samsung did not conducted sufficient lab tests to know that will the device will cause any such kind of issue like exploding for no reason.
- **Employee Misconduct:** employees going on strike for a pay raise, like in our country doctors usually go on strike and then the strike continues for weeks, creating tension for management and bad repute in public to that hospital.
- **Conflict with Interest Group:**
- **Conflict** can arise from political, environmental, social and cultural interest groups who feel threatened by your company's initiatives. This can put your company in bad light when fighting against a group who seems to have good intent. Rather than ignoring or battling with these interest groups, show the community you care by working on a solution. You may not agree with the interest groups' ideals or initiatives, but they are a member of your community and therefore a stakeholder whose concerns should be addressed.

Crisis Management Planning: No corporation looks forward to facing a situation that causes a significant disruption to their business, especially one that stimulates extensive media coverage. Public scrutiny can result in a negative financial, political, legal and government impact. Crisis management planning deals with providing the best response to a crisis.

Contingency Planning: Preparing contingency plans in advance, as part of a crisis-management plan, is the first step to ensuring an organization is appropriately prepared for a crisis. Crisis-management teams can rehearse a crisis plan by developing a simulated scenario to use as a

drill. The plan should clearly stipulate that the only people to speak to publicly about the crisis are the designated persons, such as the company spokesperson or crisis team members. Ideally it should be one spokesperson who can be available on call at any time. Cooperation with media is crucial in crisis situation, assure that all questions are answered on time and information on what was done to resolve the situation is provided. The first hours after a crisis breaks are the most crucial, so working with speed and efficiency is important, and the plan should indicate how quickly each function should be performed. When preparing to offer a statement externally as well as internally, information should be accurate and transparent. Providing incorrect or manipulated information has a tendency to backfire and will greatly exacerbate the situation. The contingency plan should contain information and guidance that will help decision makers to consider not only the short term consequences, but the long-term effects of every decision.

Don'ts in A Crisis Situation:

- Avoid “no comment” as it leads to speculation.
- Don’t debate the subject.
- Don’t attempt to assess blame, rather address & solve the problem at hand.
- Don’t over react & exaggerate the situation.
- Don’t deviate from corporate policy or agreed upon crisis procedures.
- Don’t make “off the record” statements, there is no such thing.

Crisis Management Model: Successfully managing a crisis requires an understanding of how to handle a crisis beginning with before they occur.

- The diagnosis of the impending trouble or the danger signals.
- Choosing appropriate Turnaround Strategy.
- Implementation of the change process and its monitoring.

Note; A PR knows how to deal with situation which involves public, and it will not be wrong to say that a pr in short form is always dealing with crisis because he has to control everything in proper way or else the consumers will get away and organization won’t achieve what it has optioned in for.

THANK YOU