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Q: 1 Elaborate the role of PRs in Marketing?

**ANS:** Public relation is complement to marketing, providing an added dimension to the brand and working with marketing to get the message across. Where public relation shines us in its ability to provide a brand credibility by putting a “ face” to a name. think of it as a second dimension to the branding process. **The challenge becomes how to align marketing and PR as a cohesive unit. A common misconception about PR is that it doesn’t have much of an impact on revenue. Business executives often ask themselves, how’s PR is contributing to our bottom line? To counteract this notion, a lot of PR departments are now measuring their results and calculating ROI which is helping bridge the gap, but there’s still a long way to go. Companies should also realize that PR, like the media, is a 24/7/365 business. PR teams being on top of the news market allow a company to be newsworthy and reach its target audience. Below are ways to ensure PR plays a consistent role in marketing strategies.**

Once the marketing team builds its initial campaign and chooses its messaging and media channels, it’s time for PR pros to step in to amplify messaging with media placements in notable publications. Using tools like [media monitoring](https://www.criticalmention.com/media-monitoring/) can work wonders in keeping track of press coverage. [When pitching to the media](https://www.criticalmention.com/blog/tips-for-pitching-to-the-media/), it’s important for the PR team to remember to only reach out to journalists who’ve covered similar topics in the past and in their industry—sending out a generic email blast to a media database won’t do you any good. Using analytics is also crucial in proving PR’s value in a company. By breaking down where campaigns are most effective, audience sentiment and publicity value, companies as a whole can take a holistic approach on how to move forward with its marketing efforts.

A public relations (PR) strategy may play a key role in an organization's promotional strategy. A planned approach to leveraging public relations opportunities can be just as important as advertising and sales promotions. Public relations is one of the most effective methods to communicate and relate to the market. It is powerful and, once things are in motion, it is the most cost-effective of all promotional activities. In some cases, it is free.

The success of well-executed PR plans can be seen through several organizations that have made it a central focus of their promotional strategy. Paul Newman's Salad Dressing, The Body Shop, and Ben & Jerry's Ice Cream have positioned their organizations through effective PR strategies. Intel, Sprint and Microsoft have leveraged public relations to introduce and promote new products and services.

Similar to the foundational goals of marketing, effective public relations seeks to communicate information to:

* Launch new products and services.
* Reposition a product or service.
* Create or increase interest in a product, service, or brand.
* Influence specific target groups.
* Defend products or services that have suffered from negative press or perception.
* Enhance the firm's overall image.
* The result of an effective public relations strategy is to generate additional revenue through greater awareness and information for the products and services an organization offers.

**Understanding the role of PR in marketing is complicated, but if a PR team amplifies and measures results, working beyond just the biggest company milestones and building recognition for its brand can lead to surprising results. With PR and marketing teams working together, organizations can achieve great brand success.**

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

## ANS: What Is Media Relations?

In order to properly explain the benefits of media relations, it is best to explain what exactly media relations is. Media relations essentially involves liaising with the media in order to inform the public of their client’s practices, achievements, mission, policies and sometimes even their very existence. Media relations differs from the more direct forms of advertising and marketing because it is more focused upon gaining third party endorsements of the product, service, organisation or individual in question and then having that third party (usually or journalist) disseminate this endorsement to the public.While much of this blog post has dealt with comparing the benefits of media relations against advertising and traditional, direct marketing, they need not be of odds. One of the best aspects of obtaining press coverage through strong media relations campaigns is that you get more control over the narrative surrounding your business in the public and as such, can allow you to reinforce the message and brand image you are trying to build through advertising and marketing.

Media is the bread and butter of a PR agency therefore it is of utmost importance to [PR professionals](http://prprofessionals.in/content/who-we-are)to maintain good and healthy relations with their media contacts. To get their clients’ coverage done, be it in print, online or electronic media, it is the journalists in various media houses that PR executives deal with.

There are various things related to an organisation that need to be informed to the public or sometimes to be curbed down if it has a negative angle attached to it, it is then that a PR firm comes into action. It may be any activity, announcement, inauguration, honour, or any other event that PR persons need to convey to their client’s target audience through media. The sole objective of media relations is to get good and positive coverage for your client without paying anything. It can either be through advertising as well.

It is not that easy for PR professionals to deal with media people as it involves lots of challenges. One of the ways to ensure a positive relationship is to become familiar with the beats they cover and drop in to introduce yourself and your clients with them.

A [PR agency](http://prprofessionals.in/) maintains a compiled media list consisting up of various newspapers, magazine, electronic, radio and online media.  Therefore upon occurrence of any event specific media people can be contacted and press release can be shared with them to get the coverage done.

Media acts as an intermediary between an organisation and its target public that creates awareness for the organisation with an ability to create a positive impact for the chosen audience. In this way organisations build public support as they are able to reach out to their audience.

[PR experts](http://prprofessionals.in/content/who-we-are) contact media for various occasions related to their client:

* Launch of a new product/service
* Initiation of new outlets
* Organization sponsored events
* Launch of organization’s promotional campaigns/activities
* Recent disasters, strikes or organizational closures
* Awards/accolades for the company
* Company dignitaries/celebrities visits
* Involvement in social activities
* Community Engagement

Thus, a PR firm needs to maintain healthy media relations.

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

**ANS:** The media plays a pivotal role in creating perceptions. Politicians, organizations and businesses can view the media as friend or foe. But smart people and business leaders learn to use the media to their advantage by creating media relations campaigns that put a positive spin on who they are and what they are all about.

## Mission

Before taking on the task of preparing a media relations campaign, you need to identify the goals or mission of the campaign. When done properly, a media relations campaign will create an identity for your organization or business. There are choices to be made as to how you want to be identified. Media relations campaigns can educate an audience, promote a product or formulate a reputation. For example, a sporting goods store may want to be known for its excellent fly fishing classes, carrying the best camping gear or sponsoring road races for charity organizations. The media relations campaign will be designed based on the chosen identity.

## Audience

A media relations campaign is targeted to a specific audience in order to have the greatest impact. A boutique retail store may want to reach a female audience in a particular age group, while a bookstore may want to grab the attention of educators and students. Your target audience may be current customers, prospective customers, shareholders, investors, government officials or your own employees and their families.

## Communication

Communicating through the media is very different from running advertising. A media relations campaign tells the audience a story about your business. To be successful, you need to develop a relationship with key media representatives. Local newspapers are the perfect start. Invite a reporter to do a story on something unique your business is doing. Hold a press conference to announce a new product. Ask a radio station to do a remote broadcast from your location. Send press releases about employee promotions or new hires to business journals. You will need to entice the media with something newsworthy to catch their attention. See what your competitors are doing to get their name in the news. A company newsletter is a good way to inform your customers while maintaining control over the content.

## Evaluation

Once the media relations campaign is launched, it is important to evaluate the results to determine if you are on the right track. Survey customers about how they heard about you. When you send out press releases, follow up to see who picked up the story. If you are sending out a large number of releases, you may want to hire a press-cutting service to monitor results.

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

ANS: Public relations in organizations in term of work quality means assist to organization management in achieving organizational goals, believe to the transparency affairs and accountability, respect citizens' rights, identify duties and responsibilities of government, the right control of people to the work and the right people in criticize and evaluate programs and practices of the organization and having specific strategies and programs are divided into three categories: 1- justifier public relations 2-explainer public relations 3- analyzer public relations. Justifier public relations is and organization based and manager –based which continually tries to explain the views of managers and their organization benefit and with misrepresentation, concealment, false and misleading and closing real and concrete ways of disseminating information to outside organization with large volumes informing and

misleading advertisements trying to show better objectives and activities of the organization. Explainer public relations in its most optimistic form are describes and narrate public relations that move following events and only deals with to illustrations and report them. This type of public relations is lack of strategic planning and executive program and is passive, and without innovation and creativity

Public relations professionals shape an organization's image. They build the brand, spread the organization's message and minimize the effect of negative publicity. At a small company, the PR person may have to handle all the roles – cheerleader, media contact person, the deflector of criticism – themselves. At larger companies or big PR firms, staffers can have more specialized roles to handle different organizational needs. Manager or Technician

One way to divide up roles is between communication technicians and communication managers. Communication technicians are PR writers. They turn out press releases, newsletters, website content, speeches, blogs and social media posts. Managers handle the bigger picture, assessing the PR goals to accomplish or the problems to solve and determining the PR strategy required.

## Different Organizational Missions

Another way to segment public relations is looking at what different roles accomplish for the organization:

* **Crisis management** deals with emergencies affecting the organization. They help establish policies for dealing with emergencies, such as who gets to communicate with the media, and how management shares information with employees.
* **Relationship management** establishes strategies for building and maintaining relationships with important segments of the public such as customers and reporters.
* **Image management** professionals work to present the company as socially responsible, compassionate and involved in the community.
* **Resource management** looks at the budget and resources for the organization's PR and figures out how to make the best use of it.

An organization usually needs its PR team to fill more than one role. Managing relationships and shaping the company's image can generate a lot of goodwill. When a crisis or negative news breaks out, the PR role has to be the minimization of any damage or blowback from the events.

## Different Skill Sets

Different PR roles call for different skill sets. PR communication technicians have to be good writers. Their talent lies in writing messages with strong imagery and evocative language that steers listeners to the point the organization wants them to reach. These technicians execute the strategy drawn out by the managers.

Communications managers are more into the big picture. They don't have to be gifted writers themselves, but they set the goals for the people who are. Communications managers have a seat at the management table, discussing strategy, resource management and how to improve the company's image or build relationships given the resources at hand. Sometimes they watch for potential threats to the organization's success, and then craft a PR strategy to head the problem off.

The roles aren't bound by anything but ability and opportunity. A skilled technician may shift from image management to relationship management in different situations. If technicians have the right skills, they may eventually step up and become communications managers.

It may economic or psychological hidden but devastating. These crises can pose a great threat to our person, mind reputation, and more. Like humans businesses also faces crisis during their existence and it is imperative that both humans and businesses effectively manage those.

Crisis refers to an unexpected unplanned situation or rather threat that suddenly dawns upon from a business out of nowhere. It means an event that threatens the very stability of a business. The [process by which such events or threats are effectively managed](https://www.managementstudyhq.com/risk-management-steps-in-risk-management-process.html) and dealt with is known as Crisis Management.

A crisis implies a situation where time is short and an effective decision has to be taken immediately. The crisis perpetuates a sense of a lack of control throughout the business worsening the whole situation. Thus crisis management needs to be rapid and effective with the required flexibility to the [crisis management plans](https://www.managementstudyhq.com/what-is-crisis-and-different-types-of-crisis.html)made to meet further shocks. It requires the ability to lead the business out of an unfavorable situation by motivating and inspiring the employees.