

**ID : 13825**

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**Subject : Fundamentals of Public Relations**

**6<sup>th</sup> semester**

**Major Assignment**

## **Fundamentals of PR**

To begin with, any individual must know that Public Relations depend upon image building. It is about enhancing the image of your organization in order to attract more people.

To write summary of what we have been previously studying I want to start with why the course Fundamentals of PR is important ;

## **Fundamentals of Public Relations**

This course is a real-world orientation to the practice of public relations. Using case studies and current media coverage, you'll learn about the role of PR in organizations and study the application of communication tools. Starting by looking at the PR practitioner, you'll look at the steps to developing a communications plan and move into marketing communication strategy.

We'll introduce you to the various tools in a PR practitioner's toolbox, stressing an understanding of audiences and how to gear your message appropriately. Through assignments and teaching, you'll practise and refine your writing skills.

By the end of the course, you'll be able to complete a full media kit, including a media release, fact sheet, and backgrounder.

## **What is public Relation:**

Public relations are a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

- A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.
- Public relations are a unique management function which helps organizations to establish and maintain mutual lines of communications, understanding, acceptance, and cooperation with their public. It involves the management of problems or issues helps management to keep informed on and responsive to public opinion, defines and emphasizes the responsibility of the management to serve not only the organization but most important the public interest and helps management to stay familiar with environmental changes, serving as a warning system to help predict trends and uses research and good communication techniques as its principal tools.

## **What is research?:**

Research is an art of scientific investigation or technique.

- Research is a systematized effort to gain knowledge and it is a process of collecting, evaluating, and interpreting information to answer questions.

- Research is a process through which an individual or the researcher helps to search the definite or useful information from the number of respondents to evaluate or solve the problem-related questions.

We conduct research for:

- To find out the real facts.
- To achieve the new thoughts.
- To evaluate the information.
- Research in Public Relations Management.
- To improve the understanding.

**Planning in Public Relations:**

Planning is the method which analyzes various objectives of the business and finally makes a plan to achieve the desired goals set up for the company. Planning is the most important step of management function as it helps to run the business effectively. Forecasting is one of the important aspects of planning. Decisions are made after proper planning which involves future forecasting. Planning helps the organization to think about what will generate maximum profit for the company now and how will it affect the future.

Most business executives dub PR as 'free advertising.' This could not be farther from the truth. It neither is advertising, nor is free. As a matter of fact, it may be costly, VERY costly, depending upon how it is used, because it's a time consuming and labor intensive process. Still while it almost is cliché; today, PR may make the claim that it'll give your business the best return for its marketing budget.

**Public relations works through intermediaries**

Due to it being compared with advertising, PR is maybe the least understood of all marketing tools. The basis of PR includes using intermediaries to communicate with your audience and influence them. Those intermediaries may be industry spokespersons, stock analysts, investors, trend setters, industry analysts, customers, employees, and even the electronic and print media. Typically your business has very little control over those influencers, or intermediaries, which will make public relations so difficult.

Advertising, on the other hand, provides you that control. You won't just get to create your organization's messages, match them with a supporting graphic, then place them where you desire your audience to read them and as you desire them to read them. Plus, you'll pay for that control. In order to get individuals to hear you, you must persuade many important influencers that your business, its services or products are worth their time to consider. You must have your act together. They do not

have time to spend on incomplete ideas. Getting your act together for a key influencer will mean that you:

### **Public relations is personal**

You might have demographics for your audience in advertising. You might even have performed focus groups and market research to pin down their necessities. However, as individuals the audience remains mainly anonymous to you. You'll communicate to them more as a circle that shares common interests, instead of as individuals. Advertising, by its nature, includes a mass communication.

### **Public relations builds up credibility**

Public relations boosts an organization's credibility, because it'll operate through numerous trusted intermediaries. Plus, these intermediaries communicate to a certain audience which looks to them to filter out all nonsense. If messages are chosen to be communicated, they'll gain credibility due to the intermediaries' credibility.

### **Public relations is precise**

With advertising, it's possible to calculate the responses and audience impact which you have. It is similar to a controlled experiment which is being done repeatedly. Public relations is less predictable due to you having to get the intermediary to comprehend your important message points and reiterate them in his/her messages. It means cautiously aligning them with an intermediary's messages. It'll mean knowing his needs and your audience's needs and where your business and its messages fit within that environment.

Great public relations means setting up ongoing relationships with many important influencers (and therefore their audiences) and knowing how your business may become an excellent data source for the influential. However, this relationship is based on your organization's capability of providing these things:

### **Public relations is opportunistic**

Your public relations communications with influencers do not always need to be about your business. Offering accessibility to your consumers in order for the influencer to see how they're solving issues using your organization's services and products is a vital method of offering more data. Absolutely the influencer understands that you are not going to give him a consumer who is unhappy, yet without your assistance, he isn't likely to gain access. Plus, he'll have the chance to speak with your customer about your competitors and see what they're doing more broadly than only your business.

### **Public relations is not free advertising**

It is a time consuming and labor intensive effort. It'll mean opportunistically thinking and evaluating 'what is news worthy' concerning your business with a keen eye. If your business is able to do this, PR may help it look more influential, bigger, and more important than it may otherwise be.

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### **Why research and campaigns plays a vital role in Public Relations ;**

#### **Where research fits into public relations**

It is important to note research is the foundation of all public relations activities and should operate on a continuous cycle. However, research is often overlooked and left behind during plan progression. Failing to revisit research throughout a plan is a mistake and can lead to expensive repercussions.

#### **A crash course in research**

Theoretical research and applied research: Public relations professionals most often use applied research in their field. Applied research uses framework created by theoretical research to understand situations and solve problems.

Quantitative and qualitative data: Within research are terms such as quantitative data and qualitative data. Quantitative data reports quantities whereas qualitative data reports subjective responses. Both quantitative data and qualitative data are equally important to public relations research.

#### **The importance of research in public relations**

Research establishes a foundation for a public relations plan. Research allows public relations professionals to learn and understand an organization, its goals and its target market. In this baseline phase of research public relations professionals are able to judge current organization efforts and use industry knowledge to give advice and provide direction for the plan.

Research allows for preparation of change and industry trends. In addition to foundation research, continuous research allows for preparation of change and industry trends. Continuous research efforts

involve monitoring and tracking a plan and are referred to as checkpoint research or benchmark research.

Research grants proper evaluation. The final activity in a public relations plan is preparing an evaluation of the plan. Proper measurement and assessment can only be administered when compared to baseline research. Therefore, if a baseline of research is not collected at the beginning of a plan then the effectiveness of the final evaluation diminishes.

Don't leave research behind

In order to create an effective public relations plan research must be at the forefront of decision making and must be included throughout the plan. Therefore, the best public relations practices involve completing a foundation of baseline research and then accommodating for checkpoint research throughout the plan. Doing so will ensure your public relations plan stays on track, is able to adjust to change, and remains up to date with industry trends.

### **Role of Public Relations:**

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.

### **What are the positive aspects of Public relations :**

#### **Advantages of Public Relations**

In recent years, we have seen a significant shift from traditional marketing to an integrated marketing approach. As an important aspect of integrated marketing communication, Public Relations or widely known as PR enables businesses to reinforce their advertising message effectively and in an authentic manner. Public relations is a powerful management tool for companies to reach their business

objectives and build their image and presence. However, public relations and publicity is often underutilized and neglected as companies are unsure about what PR is and what it can do.

Here are 5 advantages of PR for you to consider-

### **1. Increase your brand's credibility**

Publicity through public relations gives credibility to your business as the content is more authentic and informative. Studies indicate that PR gives more visibility and credibility among the consumer market than advertising which is perceived as more promotional.

### **2. Attract your target market**

PR allows a much easier approach to retaining and attracting a target market. A well-written article on your product/service offerings in the magazine can be much more attractive and impact compared to an advertisement in that same magazine. Further, by utilising multiple media sources from a PR agency, you can effectively communicate your key messages and help you get a step closer to achieving your company goals.

### **3. Provide added value**

PR can provide a unique touch point and add value to your product offering that can help differentiate you among your competitors and put you at the forefront of your particular industry. Further, PR can add value through increasing visibility of your products and services, personalise your brand, raise your profile, build strong relationships, manage your reputation, assist with your sales process and add value to your own clients through case studies. Overall, it is a win-win scenario.

### **4. Short and long-term lead generation**

Media placements through PR are a form of long-term placement as initially you are likely to be exposed to large amount of leads. But as time goes on you will notice that there is a still a lead from just one media mention. Generating leads will come across frequently as businesses and customers stagger on PR.

### **5. Build your brand image**

People often assume that PR is all about promoting an item or a special offer. This is a misconception as PR drives your entire business towards growth and greater yield of success. When done right, PR can create a more positive brand image in the mind of your consumers that provides an alley way to better engagement for your company. A great brand image is a business investment that can't be bought and



will provide value to your brand and your customer as it helps shape all aspects of your business as a whole.

**Conclusion :**

In the above written text I wrote as more concise, concrete and complete summary of what we have been staying since the past few months.

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