

Tools of Public Relations

Public relations experts create awareness and market their organization and its products/ services to various media sources which include TV, Radio, internet, newspapers, and magazines and so on.

Public relations experts develop and design various interesting and creative stories about their organization and products and pitch it to various media people. Organizations bank on their relations with media channels to enhance the reputation of their brand.

Following are the tools used in media relations:

- 1. Press Kits:** Press kits include written material about the organization and its top people.
- 2. Audio Releases:** Audio releases or video releases are pre-recorded messages distributed to various media channels.
- 3. Matte Releases:** Small local newspapers accept articles written by organizations when they do not have sufficient articles or stories to publish. Such releases are called as matte releases.
- 4. Website Press Room:** Public relations experts promote their organization and its products/services through online press rooms.
- 5. Media Tour:** Public relations experts publicize their organization and its products through media tour where key people of the organization travel to important places and locations and promote their products through various interviews to media people.

They interact and share the benefits and USPs of their products/services with people from various news channels, radio channels and even print media. Organizations also hire celebrities or other people popular among the masses to promote and publicize their organization.

- 6. Newsletters:** Newsletters are nothing but publications which are distributed on a regular basis (monthly, quarterly) among target audiences. Public relations experts collect complete information (name, address, age group) of their target customers and distribute newsletters to create awareness about their products.

Newsletters should include information about the organization, interview from key people, product information, and testimonials from clients and so on.

7. Events/Functions: Public relations experts organize special events, gatherings, parties, to target their customers and promote their organization and its products among them. People from media are also invited for coverage.

8. Speaking Engagements: One of indirect ways of publicizing an organization and its products is through interacting with potential customers and target audience. Company officials address the target audience and do not only discuss about their products and services. They generally prefer any topic which would interest the target audiences.