

Project (Public Relations)

Guideline

Chapter 1

Introduction of Organization

1. Introduction
2. Importance of Organization
3. History of Organization
4. Mission Statement
5. Objectives
6. Functions
7. Organogram
8. SWOT Analysis
9. Ministry
10. Contact

Chapter 2

Public Relations

1. Defining PR
2. Importance of PR
3. Defining Publics
4. PR Activities in Organization

Chapter 3

Media

1. Media
2. Types of Media
3. Importance of Media
4. Media Relations of Organization
5. Importance of Media Relations + Table

Chapter 4

Strategies

1. Definition of strategy
2. PR Campaign

Chapter 5

Budgeting

1. Budget
2. Importance of Budget
3. Importance of Budget in PR
4. PR Budget for the Campaign
5. PR Activities along with Budget Timeline

Chapter 6

Activities

1. Letterhead
2. Articles
3. Press Releases
4. Public Service Message/Documentary/TVC
5. Hotel Reservation Letter
6. Media Letter

Chapter 7

Evaluation

1. Evaluation
2. Importance of Evaluation
3. Purpose of Evaluation
4. Evaluation Tools in Measuring Effectiveness of PR
5. Suggestions for Organization

Annexure

Description

Chapter 1

The first chapter includes the description of organization (given by the project supervisor) followed by its significance. Next to this, background of the organization is required that how did it develop. The students are devised to write the mission statement of the organization too. Moreover, the functions and objectives that the organization has should also be outlined by the students. Organogram should be pasted highlighting the hierarchy of the organization. SWOT Analysis should also be done highlighting the strengths, weaknesses, opportunities and threats. The chapter should be concluded by relating the organization with the relevant ministry (if applicable) and enlisting contacts in the end.

Chapter 2

The second chapter should define the basic concept of PR. Importance of PR should also be written that why PR is needed for an organization. Relevant publics of the organization should also be defined. Lastly, functions of PR that the organization performs, should also be briefly explained.

Chapter 3

Student should explain that what media is and what are its various types according to the organization. Significance of media should also be well-explained. Furthermore, how organization develops relations with media should also be focused. Lastly, importance of media relations should be highlighted along with creating a table that highlights that which media is used, for what type of audience, for which place etc.

Chapter 4

Definition of strategies should be written. Campaign should be run while applying the formula of RACE i.e. Research, Action, Communication and Evaluation.

Chapter 5

Highlight the basic concept of budget along with its importance. In addition to this, write the importance of budget in PR. Moreover, create a PR budget for the campaigns and activities for which money is required.

Chapter 6

Activities include number of ways through which PR could be carried out. These things vary according to each project. The general activities include articles, press release, media letter and room reservation letter.

Chapter 7

Evaluate the project after the application of the campaign. Highlight the importance and purpose of the evaluation and devise the measurement tools through which evaluation could be done. Lastly, write suggestions, if any, required for the improvement of PR of the organization.

Annexure

Draw the images of the props used by organization while practicing PR. This will highlight the logo and slogan of the organization.