

# Tools of Public Relations

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LECTURE 2

## **Following PR tools are broadly classified and used to communicate to the public.**

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- ❖ – Oral communication
- ❖ – Printed and graphic communication
- ❖ – Print media
- ❖ – Outdoor media
- ❖ – Broadcast media
- ❖ – Other media

# 1

## Oral communication

Oral communication is similar to interpersonal communication where there is a two way communication. This is also called face to face communication or person to person communication.

This was the only form of communication when there were no means of modern communication.

Oral communication is a an effective PR tool which allows for questions and clarifications.

- 1. Speech and interview**
- 2. Press conferences**

## SPEECH

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- ❖ You must have heard or seen the Prime Minister or President addressing the public on special occasions like Independence Day through the radio or television. Have you found their talk impressive? What have you learnt from their messages?

This is an example of a **speech** which is a primary form of oral communication.

A good speech helps in effectively communicating to the public. If the speech is delivered before a live audience, it provides an environment for a two-way communication.

## INTERVIEW

- ❖ **Interview** is another form of oral communication where you find one person asking questions and the other answering them.
- ❖ The former is called an interviewer and the latter the interviewee. In this method, the interviewee gets an opportunity to impress the audience, fulfilling one of the goals of public relations.

# Press conference

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- ❖ **Press conferences** are a traditional method of giving information by direct use of face to face communication, technique.
- ❖ Any organization may utilize the services of the press, by inviting them or their representatives to record an important announcement or to indulge in an interview with an important person.
- ❖ It creates an amiable atmosphere to own and report an individual news story besides questions and answers.
- ❖ Previously prepared and written message or announcement is distributed among the representatives of the press, which not only saves time but also assists the press conference to be successful one.

# 2

## PRINTED AND GRAPHIC COMMUNICATION

1. Fliers
2. Brochures
3. Newsletter
4. Press release

# Fliers

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1. Represent the simplest and easiest form of information tools used in public relations.
2. The first written material used for public relations
3. They are unfolded sheets posted on bulletin boards, delivered by mail or distributed by hand.
4. They present a single message rather than a series of separate message units.
5. They are time specific and address a particular event
6. They serve awareness objectives through information.

Fliers can be made effective by enhancing their visual appeal.



# Brochures

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When the message to be conveyed must last longer in the minds of the audience, then one sheet of information, as in a flier, may not be sufficient. In such a case, a multi-page publication or in other words, more than one page of printed matter, is produced as a PR tool.

We can therefore define a brochure as follows:

*‘folded sheet of information which can be read like a book and provides information which is relevant over a longer period of time’*



# Newsletter

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- ❖ It is a printed publication produced at regular intervals
- ❖ It is distributed to a particular audience seeking information.
- ❖ A newsletter should focus on information relevant to its public or audience
- ❖ The content of a newsletter is presented in a writing style that is less formal and letter-like.

# 3

## Printed Media

How print media is used as a PR tool?

You must have seen several advertisements appearing in newspapers and magazines. What do they consist of? They consist of textual messages as well as some visuals or pictures. These advertisements are examples of PR tools used in the print media.

They are worked out effectively to attract the reader's attention away from other competing advertisements.

- ❖ **Press Release**
- ❖ **Hand out**
- ❖ **Press Note**
- ❖ **Newspaper advertisements**
- ❖ **Magazine advertisements**

# Press release

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A press release is the most important form of written communication used by a public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.

It contains information pertaining to the activities of different organizations and establishment.

The press releases are issued whenever these organizations want to reach the public through the information media.

They are issued on behalf of the organization. Concerned their office bearers on the spokesmen, they are always in the form of writing material meant for circulation to the press.

They may contain ambiguous or categorical information in respect of their activities.

# Handouts

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All the documents containing information which are circulated for general information.

They handouts may be issued by an organization to convey information to the public at large. The handouts now a days are being issued contain material in respect of activities of the Govt. , and government organization. They contain material in respect of the Govt. in various fields.

The newspapers may or may not publish the information contained in the handout. The handout highlights the activities of the Govt., in different fields.

They contain information about tours of minister and appointments of officers. Handouts are also issued by the agencies attached with the Govt. and the corporate bodies.

# Press Note

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It is issued by the Govt. whenever some information in categorical terms or unambiguous terms is to be provided to the general public.

It contains information on specific matters in which the government's firm stand is to be explained.

It is to be published by the newspaper in the manner they are received by them. No change in the content or manner is to be affected in it by the newspaper.

It is considered to be the last word on government's view point. It is not issued as frequently by government as the handouts.


It is issued whenever a need for highlighting government firm stand arises.

## NEWSPAPER ADVERTISING

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- ❖ Generally in black and white
- ❖ Found in various sizes
- ❖ More than one advertisement placed on the same page

## MAGAZINE ADVERTISING

- ❖ Generally in colour
  - ❖ Mostly full page
  - ❖ May be normally only one advertisement is placed on a page
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# 4

## Outdoor Media

**Hoarding**

**Poster media**

**Hot Air Balloons**

## HOARDING

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Huge boards displaying messages on a particular brand and dazzling in the night sky. This is what is called a **hoarding** and many of the hoardings are electronically operated ( electronic hoarding) to make them attractive and catch the attention of the viewers.

This is an example of an outdoor medium which is a popular tool used in public relations.

## POSTER MEDIA

The poster message carries a strong illustration with a meaningful headline. This form of communication is used to remind the audience about a certain product or idea.

### **HOT AIR BALLOONS**

Another form of outdoor medium are huge balloons suspended in the air with a message written on them. These are **hot air balloons** which can easily capture the attention of the public and thus help in public relations.



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Broadcast  
Media

**Radio**

**Television**

**Internet**

## RADIO

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Radio is primarily a medium of news and entertainment with commentaries talk shows and debate. In Pakistan, where many people are lived in village. For this the ways to reach rural audiences are

- ❑ Through news and information.
- ❑ Through entertainment programmes
- ❑ Through the feature programmes.

## INTERNET

They offer scope for including movement and sound, making it a very appealing tool for communication. Promotional offers of cheap air tickets by airline companies provide examples of the internet being used a PR tool for communication.

## TELEVISION

Television is now the most pervasive and most influential medium of mass communication. TV has impact and realism is welcomed everywhere and is readily available as a publicity medium for PR practitioners.

# 6

## Other PR Tools

- ❖ **Websites**

- Web site content, Blogs, discussion boards, etc.

- ❖ **Photos, other visuals**

- Materials given to media to help tell your story

- ❖ **“Pitch” letters or calls to media**

- Propose coverage

- ❖ **Special events**

- Planned meetings and shows

- Created events for key audiences

- ❖ **“Backgrounders”**

- Meetings to build relationships, educate

## PITCH LETTERS

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The purpose of a pitch letter is to obtain coverage of an event in the print and electronic media.

A pitch letter to an editor or producer should be so brisk and bright that it will catch the recipients' attention.

## BACKGROUDERS

The **backgrounder** gives the press or other interested parties a more detailed background of an issue, event, person of interest or launch.

## EXHIBITIONS

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Exhibition is another PR tool to enhance public relations activity

- The exhibits or items displayed leave a lasting impression on the minds of the people
- It involves participation of people on a large scale
- Products can be exhibited and demonstrated in a relaxed atmosphere
- Exhibitions provide scope for generating business

## CELEBRITY ENDORSEMENT

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Celebrity endorsement is a PR tool which persuades audiences to buy products such as soft drinks, soaps, eatables, clothes, toothpaste, beverages etc. by creating awareness/ interest in them through celebrities or popular people.

## FACTSHEETS

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It is in an outline form instead of in news –story format.

It summarizes the key points about an event, a product, or a company to help reports to get a quick grasp or over view.

## MEDIA ADVISORIES

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It is also called a media alert, differs from fact sheet.

It gives basic facts about an event, in the hope of attracting media coverage, and it also describes interview prospects as well as photo and video possibilities.

# PRESS KITS

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It is often prepared when a company announces new product or sponsors a major event.

It gives media representatives a thorough background and provides information in various formats.

It may be sent to the media or distributed at a news conference.

The basic format consists of a large folder cover with pockets inside that contains:

1. News Release
2. Backgrounders
3. Brochures
4. Factsheets
5. Collateral company material
6. Black-and-white publicity photos

It is visually attractive, incorporating graphics and color.