

Topic 5 (Week 9-10)

External PR

Identifying Publics

Press Relations



Learning Outcomes:

By the end of the session students should know the activities involved in external PR. Students should know how to select the appropriate media which will convey PR messages.

External PR

Television

- Combines sight, sound and motion attributes
- High impact of message
- Huge audiences
- Restricted time segments
- High time costs
- High production costs



Radio

- Selectivity of geographical markets
- Good saturation of local markets
- Ease of changing advertising copy
- Relatively low cost
- No visual appeal

Magazine

- Selectivity of audience
- Reaches more affluent consumers
- Long closing dates
- No immediacy of message
- Often duplicate circulation
- Good colour reproduction



Newspapers

- Selectivity of geographical markets
- Reaches all income groups
- Relatively low cost
- Shortness of message life
- Waste circulation
- Poor colour reproduction



Direct Mail

- Extremely selective
- Message can be very personalized
- Little competition with other advertisements
- Easy to measure effect of advertisements
- Provides easy means for consumer action
- Many restrictive postal regulations
- Problems in maintaining mailing lists

Identifying Publics

Reasons for defining publics:

- To determine all the groups of people who may be relevant to the PR programme.
- To determine priorities within the scope of the budget and resources.
- Appropriate media may be selected which will reach these selected publics.
- So that you can prepare messages in forms acceptable by these different publics.

Certain basic publics which are:

- The community adjacent to the location of the organisation.
- Prospective staff who may or may not be in the vicinity of the organisation.
- The staff.
- Suppliers of services and materials.
- Investors.
- Distributors.
- Consumers or users.
- Opinion leaders.



Guidelines for working with the press:

- Talk from the viewpoint of the public's interest, not the organisation's.
- Make the news easy to read and use.
- If you do not want some statement quoted, do not make it.
- State the most important fact at the beginning.



- Do not argue with a reporter or lose your cool.
- If a question contains offensive language or simply words you do not like, do not repeat them even to deny them.
- If the reporter asks a direct question, give an equally direct answer.



- Tell the truth, even if it hurts.
- Do not call a press conference unless you have what reporters consider news.

