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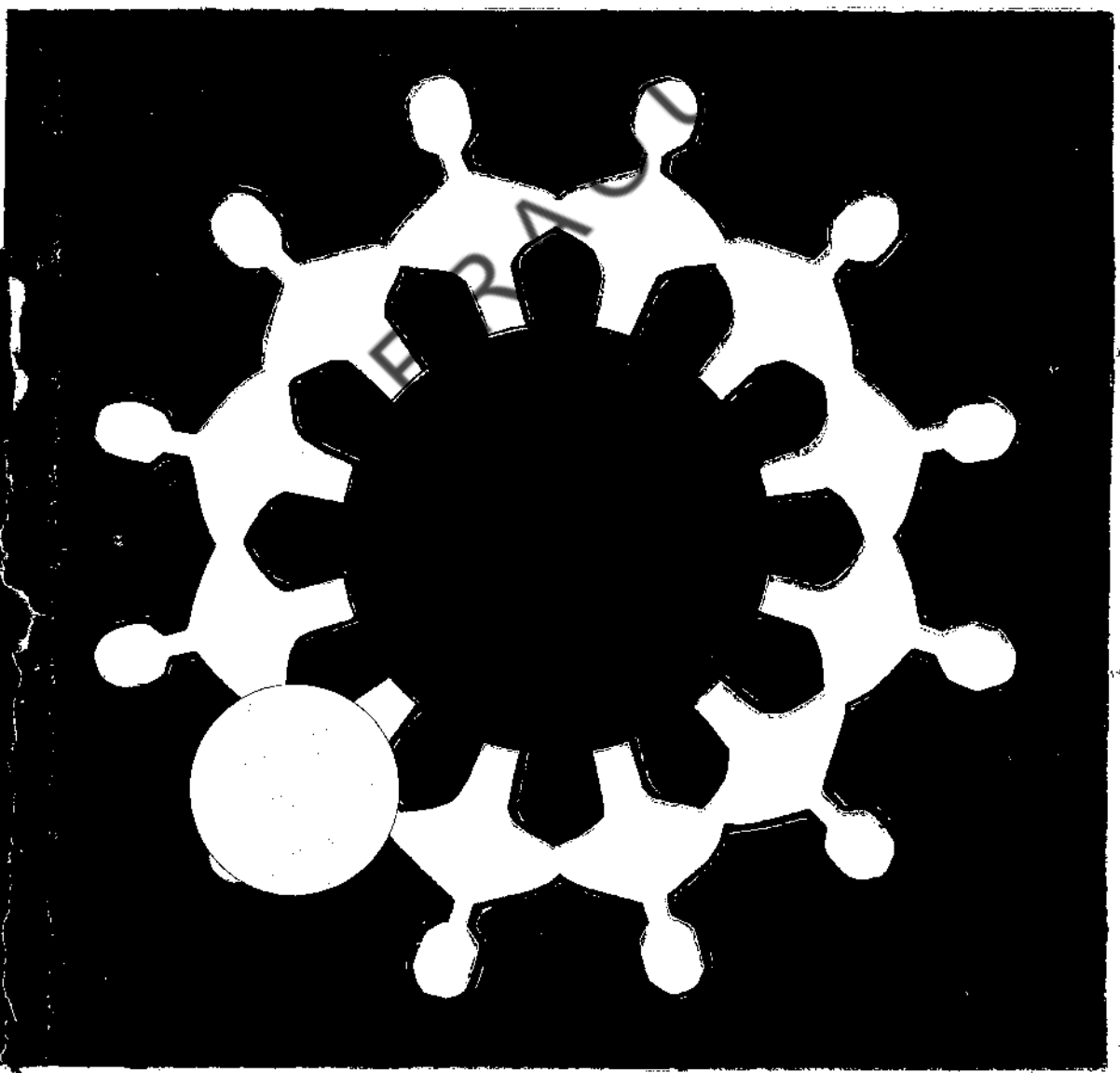
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Public Relations

**Public
Relations
Media**

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BRAOU

1088

PUBLIC RELATIONS MEDIA

Course II



BR O U

Andhra Pradesh Open University
Hyderabad
1985 - 86

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P R E F A C E

Public Relations as a profession had made rapid progress during the past two decades. The major public sector and private organisations today have recognised the importance of Public Relations, thereby creating new job opportunities for young men and women. Moreover, Public Relations as a management function is fast gaining recognition in our country. Further, there is wide scope for Public Relations Consultancy Service. The number of new openings advertised in the mass media makes one optimistic about the growth of the profession. The next decade with its over all progress in agriculture, industry, commerce and greater awareness among the masses owing to increased exposure to mass media will call for greater two-way communication and public relations than have hitherto been needed.

The Social responsibility of a Public Relations Practitioner is greater in a developing country like ours than the developed countries. The profession will have a crucial role to play in the near future, whether it is that of fighting against untouchability, pollution or campaigning for afforestation, small family, for bringing in Computer technology.

The Post-Graduate Diploma Course in Public Relations offered by the Andhra Pradesh Open University aims at training persons as Public Relations professionals. The Course covers all aspects of Public Relations keeping in view our social, political, cultural, and economic imperatives. It introduces the students to the basic principles and practice of Public Relations.

The Diploma Course consists of the following five papers

1. Principles of Communication and Public Relations
2. Public Relations Media
3. Public Relations Management
4. Editing and Production of Corporate Publications; and
5. Advertising.

In this text Public Relations Media, Film as a PR tool; Production of Film; Exhibitions as a PR medium; Traditional Media like Burrakatha, Harikatha, etc its impact, advantages, Various Media units and its functions; Press Relations etc and final, two case-studies on multi-media approach are discussed. The students by listening, watching the various programme can benefit themselves in a practical way.

This text deals with the topics included in the syllabus for the Post-Graduate Diploma Course in Public Relations offered by the Andhra Pradesh Open University. The syllabus, for the sake of convenience, is divided into units, each of which comprises of a number of lessons. Each unit generally covers a specific area of the subject. The lessons are prepared by specialists in accordance with a format intended to enable the student to read and understand them without much difficulty. Each lesson begins with a statement of its objective followed by synopsis and has at its end assignments, aimed at testing the student's comprehension of the subject matter.

With this text, we complete the syllabus for the paper 'Public Relations Media'. Detailed syllabus of the course appear towards the end of the text.

The University hopes that this material would help the student to get acquainted with the basic principles of Public Relations Media.

BRAOU

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BRAOU

UNIT 6 FILMS

Lesson 16 Film as PR Tool

Objective

Films as a medium of communication are discussed in this lesson. The characteristics and advantages of this medium are also described.

Synopsis

1. Importance of Visual Communication
2. Characteristics and Advantages
3. Film and other media
4. Types of Films
5. Films Strips

1. Importance of Visual Communication

The word 'Cinema' is derived from the word 'Kinema' which means movement in Greek. The word 'movie' comes from the Latin 'Movere' which also means to move. A movie or motion picture is a film which conveys motion or movement. (Before the advent of talking pictures or talkies, movies meant silent cinema but now they mean films).

Cinema has been defined as *an appearance of continuous motion created in the minds of the viewer by presentation of a series of motionless images in rapid sequence.* Cinema is the most exciting art form, being called '*the art of all arts*'. Other art forms like dance, drama, photography, music, painting, architecture and creative writing form part of the movie. The word 'films' is used generally for the craft and techniques of cinematography. Film is a thin material prepared of a substance used in making photographs and cinema picture. As a tool of public relations, film is an audio-visual medium.

Visual communication is one of the most effective methods of conveying messages. Scientists believe that visual impressions attract 25 times more attention than those received by the ear. The sense of sight is very fast in registering images on the human mind. About 85 per cent

of all the knowledge is usually acquired visually. When visual and aural impressions are combined, as in the case of films, the impact on communication is maximum.

It has been scientifically established that 'We remember only 10 per cent of what we hear and 20 per cent of what we see, but we remember 60 per cent of what we see and hear simultaneously.

The visual portion of a film gets the attention of the viewer and creates the atmosphere or mood, and the human voice-audio-providing an emotional link, imparts realism and conviction. Films which combine art forms like dance, music, histrionics or acting etc exert a strong impact on the audience sitting in darkened room and giving undivided attention to the pictures on the screen. The attention of the viewer is held for a longer period of time by a film than by a newspaper.

Public Relations messages are communicated effectively through the medium of films. It is done through documentary films, short films, newsreels, which are different types of the same medium. The entertainment component of the film medium adds to its usefulness as a means of mass communication for the purpose of conveying information, imparting education, and generating motivation. This medium is, therefore, extensively used in Public Relations, marketing, sales promotion, education and advertising. Against this background, the PR manager must study this medium as one of the tools of his trade, - a very important one, in fact - to know it can be most effectively used in his work.

2. Characteristics and Advantages

Like other mass media, films have their own characteristics. They are :

1. It is an audio-visual medium which appeals to both the important senses of seeing and hearing.
2. Cinema serves the trinity of journalistic purposes, namely to inform, to educate and to entertain.
3. As the film combines colour, sound and motion, it lends realism and authenticity to the messages.
4. A film like a book can be preserved and screened at any time with projection facilities.
5. The film being essentially a source of entertainment communicates the message in an easily assimilable form. It is like skills acquired at play. There is no drudgery.

Advantages

1. Ideas communicated through the film are retained longer than those received through other media of communication.
2. The film has no literacy barrier. Through the spoken word it reaches unlettered people also.
3. Because of its motivating capability, the film is helpful in nation building activities.
4. The impact of a film lasts long. Some films have permanent value. One can even turn the clock back and witness the history of the past.
5. The film provides a universal language and contributes to fostering a sense of oneness in a multi-lingual country like India. Films in one language can be understood by the people speaking other languages. This is the greatest advantage of the film.

3. Films and other Media

1. For PR purpose, while sound broadcasting is transient and newspapers are shortlived, films have long life and can be preserved for years together.
2. The film is not an instantaneous medium compared to radio and television. Communication of messages through films is not as fast as through radio or television.
3. The film is a costlier medium compared to the newspaper, radio or television. Production of film involves expenditure of a good amount of money, whereas time on radio and television or space in a newspaper can be bought at less cost.
4. The cinema in India is urban-centered; most of the cinema houses are located in cities and towns while radio sets are spread throughout the country with their coverage extending to nearly the entire population.
5. Films cannot be screened without electricity and projection facilities.
6. A film creates better impact on the Indian mind than radio and newspaper.

4. Types of Films

Every film, be it a feature film or a documentary, has a theme and purpose. But all films cannot be put in the category of PR films. PR films are produced for the purpose of either projecting the image of an organisation or informing, educating and motivating the public for a desired effect which serves the interests of the organisation. The purpose of a PR film is also to create and maintain understanding between the organisation and its publics. It can be on the basis of projection of an idea or action or promotion of a product or service.

Documentary films are basically descriptive in nature. They also constitute an important means of public communication. PR films can also be a mix of different types. The Government of Andhra Pradesh produced a film called 'Freedom Blossoms' to propagate the idea of Panchayati Raj and decentralisation of administration. It was intended to educate the people on the advantages of decentralisation of administration and to show how the people and the Government are brought nearer. It had a good impact on the target audiences.

Films are of different types depending on their subject matter and the nature of the audience for which they are meant. The types of films are :

1. Feature Films

These are usually full length entertainment films based on a story with a cast of popular actors. The story may have a moral but conveying it is secondary. The Films Division of the Government of India produces featurettes or small feature films on topics of public interest with a view to convey a message.

Sometimes commercially produced feature films are centred on themes highlighting virtues like self-reliance, resilience, determination of purpose etc. 'Mayuri' a Telugu feature film produced by Usha Kiran Movies, Hyderabad, which won the best film award for 1985 from the Government of Andhra Pradesh is a good example of such a feature film.

The film was inspired by the real-life experience of a young dancer, who lost her right leg in an accident. Dancing was in Sudha's blood. So, she got over the disability by using an artificial limb for dancing. She achieved her life's ambition of giving successful dance performances. The role of Mayuri was played by Sudha herself in the film.

Socio-economic problems confronting the country such as communalism, population explosion, poverty, etc. are also tackled in feature films for bringing about a change in the outlook of the people.

2 Documentary Films

The documentary film is an instrument of public education and enlightenment. It is like a document, down to earth. It tells the story of a person, object or event in a matter-of-fact manner. Documentaries are produced by the Governments, industrial and other undertakings for educating the people.

For instance, the Films Division of the Government of India made a documentary called 'Fodder grass for more milk' to convey a lesson in dairying. It is, that even cross-bred cattle, capable of high milk yield, fail to do so because they are not provided with nutritious green fodder which can be grown all round the year by the farmers themselves. It tells the story of a farmer who has grown the fodder.

3. Newsreels

Newsreels are produced by the Films Division of the Government of India and the State Governments. As the name indicates, they are collections of visuals of important events of a week or a fortnight. They are exhibited through private cinema houses as well as by the field publicity units in the rural areas. The Film Division used to produce 52 national newsreels, 52 regional newsreels and about 160 documentary films every year. It has lately stopped producing newsreels. However, the State Governments continue to produce newsreels of their own. Cultural and Sports events, visits of VVIP's are also covered in the newsreel. 'ASIAD 82 News-1', a newsreel produced by the Films Division received the best Indian News Review Award at the National Film Festival in 1983.

4. Children's Films

The role of the film in moulding the character of children is universally recognised. As children constitute an important segment of population and since society has an obligation to educate and groom them, separate films of interest to children are produced. The Children's Film Society of India produces, distributes and exhibits films made for children. The Society's short film 'Raju and Tinku' won the Rajat Kamal award for the best animation film at the 30th National Film Festival. 'Ganga Ki Lahri', 'Scout Camp', 'Allauddin and the Magic Lamp' are some of the other films produced by the Children's Film Society. Private

producers also make children's films. Such films have to be simple in theme, direct in their approach and entertaining in their content. The focus should be on child stars.

5. PR Films

PR films are as stated earlier, didactic. But the message need not always be the sale of a product or service. Government and local bodies also make PR films. A number of films propagating limited families come under the category of PR films. The Municipal Corporation of Hyderabad produced a PR film to educate the public about the menace of stray dogs and the danger of rabies. It portrayed the measures taken by the corporation to contain the nuisance of stray dogs and shows how the public can also help. The film also depicts how pet dogs should be vaccinated against rabies so that they are not affected by the disease and endanger the lives of humans. As a result of this campaign, the incidence of dog bites came down from 200 to 60 per day and the number of dog licences taken had risen from 300 in 1974 to 6000 in 1976. It was estimated that there were about 2 crore stray dogs in 1982 and over 2000 persons died of rabies in the country in 1983.

6. Advertisement Films

A number of commercial organisations and industrial houses produce advertisement films. These are purely commercial in nature and are intended to promote their products. They are short in duration but are made with great care in order to attract the attention of the viewers to their products. These advertisement films, sometimes, utilise the services of famous film stars as models to popularise particular products and consumer articles like cosmetics, refrigerators, television sets, textiles etc. They have a great impact on people and help push up the sales of the products. The advertisement films are shown in cinema houses along with feature films. The producers pay for their screening.

5. Film Strips

A film strip is a short film on which individually projected still pictures are printed. Each frame contains a caption, a picture, cartoon or an appropriate diagram. This is an economic form of visual medium not requiring the techniques of cinematography. It is not as lengthy as a documentary film.

The pictures in a film strip are not a haphazard collection. They are made on a particular theme or subject and are arranged in a related sequence so as to show a film strip in the form of a story. The number

of pictures used in a film strip range from 20 to 50. It may even have more than 50 or fewer than 20 frames. The number of frames in a film strip depends on the subject matter, its treatment and the type of audience from whom the film strip is intended. A film strip of fewer frames will have a better impact on illiterate or rural audiences because their concentration is limited. Unlike slides, film strips cannot be rearranged.

Film strips are a half-way house between colour slides and films. They are much cheaper to produce than documentary films. Film strips with sound track are known as talkie strips, with both visual and aural communication. In a sound film strip the positive transparencies or pictures are accompanied by a recorded talk or commentary read or music in the background.

Advantages

A film strip has advantages over a full-length film in the sense that it can be held on the screen as long as it required. This *retention* of the picture image on the screen has several instructional values allowing the audiences to imbibe the ideas or participate in a discussion. Another advantage is its low cost of production. It can also be transported conveniently from place to place.

Cinema Slides

A Cinema slide is a square piece of film in a frame. By passing a powerful beam of light through it, the picture emerges on the screen. It is also a still picture transparency in a mount containing a mask. Though they are less dramatic, film slides are very successful PR vehicles. Their effectiveness is enhanced by repetition before a large audience. Slides are even less expensive than film strips and are extremely useful in the classroom as teaching aids in place of cumbersome charts and diagrams. Slide projectors for screening the slides are easily available and nominally priced.

The disadvantages of slide show is the limited range of projection. It does not have the depth and clarity of pictures screened by movie projectors. But they have flexibility. Slides can be changed, updated, omitted or used in a different sequence to suit the circumstances. The success of the slides depends on the quality of photography and the transparencies.

Author of the Lesson : Mr. C. V. Narasimha Reddi

Suggested Reading

1. Mass Media in India 1981-83, Research and Reference Division, Ministry of Information and Broadcasting, Govt. of India.
2. How to be a Good PRO-The Guide to PR by C V. Narasimha Reddi, Sharada Publications, Srinagar colony, Hyderabad
3. Planned Press and Public Relations by Frank Jefkins - Inter text.
4. Practical Public Relations by Sam Black, Universal Book Stall, New Delhi, 1976

Assignments

Answer the following in 30 lines each

1. Define Cinema. Describe its characteristics, advantages over other media like radio and newspapers.
2. What do you mean by a PR film? How does it differ from advertising and feature film?
3. What are the various types of film? Discuss each type of films?
4. Write Short notes on
(i) Film Strips (ii) Cinema Slides.

Lesson : 17 **Production and Exhibition of Films**

Objective

The production and exhibition of films are explained in this lesson.

Synopsis

1. Film making
2. The Production Team
3. Cinema in India
4. Exhibition of Films
5. Impact of films

Production and exhibition are very important segments of the subject of films. In the earlier lesson we discussed films as a public relations tool and types of films and film strips. The mechanics of making and exhibiting films and their impact on the human mind are discussed in this lesson. Using films for PR communication is to influence the human mind by audio-visual means towards desired action.

1. Film Making

A Public Relations manager is expected to know the various stages of production of films. He need not be a producer or director himself but he should know the art of film making so as to guide the production of Public Relations films.

Before a decision is taken to produce a film, the PR manager has to consider the following vital aspects.

- 1) The theme of the film
- 2) The objective
- 3) The target audience; and
- 4) The cost of production.

It is the job of the PR manager to guide the management on the above essential points. Once management clears the project for producing a film, the job is entrusted to a production team. Normally a good film maker is chosen for the purpose instead of the work being undertaken by the organisation itself. The organisation may also consult a panel of producers and directors approved either by the Government of India or any of the State Governments or the Film Chamber of Commerce.

2. The Production Team

The production team consists of producer, director, script writer, director of photography, cameraman, art director, music director, editor etc. They form the creative team in the production of films. Before the production team get going, the cost of making the film has to be worked out and agreed upon between the organisation and the production team.

1. The Producer

The producer conceives how the organisation's objective is to be achieved through the medium of films. He translates the idea into a concrete theme and briefs the production team about it. Normally the organisation making the film is the producer. The producer supervises the production of the film within the earmarked budget. He selects the director and other members of the team.

2. The Director

The director is the key person in the production of the film because he is responsible for the selection and approval of the script, the choice of the artists and the actual shooting of the film. The success of the film depends on the director's ability and the professionalism he and his team bring to bear on their work.

3. The Script Writer

The script writer prepares the shooting script which describes how the film is to be made with details of the roles of the different participants. The shooting script is interpreted by the director, who guides the cameraman in picturising the subject. Among other things, the script contains the film's dialogue and shooting tips to the cameraman.

4. Cameraman

The film is shot both indoors and outdoors, by skilled cameramen. Normally not more than one cameraman is needed for a short duration film. It is advisable to make still pictures during the shooting as they are a kind of byproduct and will be useful later for publicity purpose. The director of photography supervises the lighting and other effects which are essential for modern film-making.

5. The Art Director

The art director is responsible for the visual setting and style of the film. He selects design materials utilised in the film.

6. The Editor

Editing is the most important aspect of film making. After the film is shot, the editor cuts and joins the reels to improve their impact and omit superfluous scenes. It is like editing a news report or public relations handout, the purpose being to arrange the scenes with a view to ensuring continuity and effectiveness.

7. The Rough Cut

The editor arranges the scenes shot according to the *sequence indicated in the script* and prepares what is known as the 'rough cut'. The rough cut is the first phase of the film. It contains only the visuals without the sound track. It is like a collection of photographic slides arranged in a schematic order. After viewing the rough cut the producer can suggest alterations or deletions. He does it on the advice of the PR manager, who being a professional, assesses the film from the point of view of the purpose it is to serve

8. The Fine Cut

After the rough cut is edited, the fine cut is prepared. Meanwhile, the music director supervises the recording of the music and other sound effects including the commentary. They are recorded and the picture and sound are married to make the film. The film is now ready for screening.

3 Cinema in India

The first silent Indian feature film "Raja Harischandra" was produced by D.S.Philke in 1913. During the last seven decades, the Indian film industry has made rapid progress, both qualitatively and quantitatively. Today India produces the *largest number* of films in a single year, as many as 760. In 1982, India produced 763 feature films. Most of the films had social themes though crime stories also are popular with producers and viewers.

In 1985, there were over 12,450 public cinema houses in the country. They screen feature films, advertising shorts and documentaries. As many as 7,670 permanent and 4,780 temporary cinema houses were functioning in that year. Andhra Pradesh has the largest number of cinema houses in the country - over 2,230. The salience of cinema is reflected not in the number of cinema halls but by the number of cinema seats per thousand population. The national average at the end of March

1982 was 7.37 cinema seats per thousand population. It is estimated that over one crore people go to cinema houses to watch movies every day in our country.

In addition, film societies, film clubs, mobile film units of the Central and State Governments and Public Relations organisations exhibit films. The mobile film units have their own projection equipment to screen films, very often PR oriented productions.

Under the compulsory exhibition scheme and the cinema licensing law, every cinema house in the country is required to exhibit films not exceeding 608 metres in length supplied by the Films Division of the Government of India. One per cent of the average weekly net collection is charged as rent for these films.

The Central Board of Film Certification, based in Bombay with regional boards in Madras and Calcutta, certifies films for public exhibition in India. Even after obtaining the censor certificate, PR films have to be cleared by the Film Advisory Board, Bombay, for screening in Cinema houses through the Films Division circuit.

4. Exhibition of Films

Production of a PR film is only the first step. It has to be widely distributed and exhibited before the target audience. Considering the large number of cinema houses in the country besides the film clubs and mobile field publicity units, the film enables the PR manager to convey his message to massive sections of the population. Before we discuss the actual exhibition of films for the target audience, let us look at the various types of film audiences

The cinema audiences are broadly divided into three categories:

1. Theatrical audience
2. Non-theatrical audience
3. Invited audience.

1) Those who regularly watch feature films in the cinema houses constitute the *theatrical audience*. Most of them are urban-oriented and educated. There are over a crore people who see movies everyday in our country. Their influence as opinion leaders on other audiences is of great significance.

2) Schools, colleges, social clubs and other institutions organise film shows from time to time. They do so with help of 16 mm projectors and a relatively small screen. Those who watch such movies are called *non-theatrical audience*. Feature films are not shown to them except in rare cases. Documentaries, PR films, educational films etc., are shown this way. The audiences are both urban and rural.

3) Most producers arrange pre-views of their films before invited audiences. In the case of feature films, the previews are meant to let critics assess the movie and introduce it to the public. It provides *advance publicity* for the film. Similarly, film festivals are a means of reaching select audiences. High quality films are often shown at film festivals. Business organisations have film shows of their activities for their stock-holders. Films screened before invited audiences create greater impact than those released through general circuit.

District Public Relations Officers of State Governments, Field Publicity Officers of the Government of India, Public Relations Managers of various public sector undertakings and PR departments of industrial houses organise film shows both in urban and rural areas.

Guidelines

A number of factors have to be kept in view by the PR manager in organising film shows. The nature of the film, the composition of the audience, the place and timing of the screening have all to be correlated. There is a close linkage between the theme of a film and the audience. Films on agriculture should be shown only to farmers. They will be out of place for industrial workers. With a view to sustaining the interest of the viewers, there should be a mix of publicity and entertainment in the movies shown. Information films are thus interspersed with feature films.

Topicality

PR films can be screened at any time but occasions on which a large number of persons from different areas come together like annual conference of organisations, fairs and festivals are the best from the topicality point of view. Also occasions of special interest will be appropriate; for instance, a film on health if screened on the World Health Day will be better received than otherwise.

Place and Time

Place and time of screening are equally important. Film shows must be organised at places convenient to the audience. Similarly, the time should be suitable for a large number of people as possible to view it. It is normal practice for Field Publicity units of the Government to organise film shows as soon as it is dark so that they do not have to keep a late night. But it is not a suitable time for rural audiences. Film shows in villages must be arranged only after 8-00 p.m, when the people have had their evening meal and are in a mood to relax.

The screening of films should not be left to the projector operators. As far as possible, the PR manager should be present at the film show. Before the commencement of the show, a brief outline summary of the films being screened may be given for the benefit of the audience. At the end of the screening the reactions of the people have to be ascertained by informal discussions with a view to knowing to what extent they have assimilated and the message of the movie. Thus, every film show must be so planned as to lead to desirable audience reaction. In fact, film shows should be result-oriented

5. Impact of Films

What is the impact of the films on the masses? In a country like ours where illiteracy is on the high side and the majority of the people live in the villages, films being an audio-visual medium have a wide reach and appeal. Like television, films convey their message through both sight and sound. But the cinema is more accessible, being nominally priced and publicly available. It is well-nigh impossible in our vast country to reach the entire target audience with a single medium or two. There is therefore a media gap, or inadequacy of the means of communicating with the people. Films are useful in reaching the message to the educated and the uneducated, to the rich and poor alike. But in the case of the poor and the uneducated, they are the only medium. But most of the cinema houses are located in cities and towns, although residents of surrounding villages go to towns to see the movies. Still the commercial cinema in India is urban-oriented. But PR films can be taken to the rural areas through mobile audio-visual units. It may be relevant to point out here that the Government of Andhra Pradesh had organised over 30,000 film shows in the villages of the State through its field publicity units during 1985-86. These film shows conveyed public relations messages on development, cultural heritage of the State and similar topics. Exposure to films brings a change in the outlook of the people. In tribal areas and in villages remote from towns, the residents are not exposed to other media of communication. So films have greater impact on them.

Political Stars

Well-known film actors like M.G. Ramachandran and N.T. Rama Rao entering politics and becoming Chief Ministers in their respective states is eloquent proof of the impact of films on the mass mind. Heroes on the screen become leaders off the screen because the masses identified them with the roles they played.

The impact of the medium of cinema in other spheres including development is equally impressive. In his book 'Communication and Development', Dr. Y.V. Lakshmana Rao describes how mass media particularly the films helped in the trade of a tailor in a village in Visakhapatnam district. It was based on the study of two Indian villages. The study team asked the tailor, Ayyanna, if he watched movies often. The answer was 'yes'. "In fact, I see every movie show in nearby towns" he added. His experience was very instructive. His business picked up because of the movies. The women the village fancied the cut of blouses worn by the actresses in the movies. One woman was reported to have asked the tailor, "Can you make me a blouse like the one the heroine was wearing in the scene in which she eloped with the landlord's son in the film 'Modern Girl' ". He complied with the order. That was a breakthrough. Other women followed Ayyanna's first customer, Appamma, and orders poured in.

The reaction of the men of the village too was similar. More and more of them are emulating the styles of city folks. So much so the traditional collar-less shirt has virtually gone out of vogue.

This is a clear case to show how the dress styles in the movies promoted urbanisation in the villages and how a source of entertainment like the films was also a means of change and economic betterment. Less tangible aspects of films like rejection of untouchability, acceptance of widow remarriage, etc. are also propagated. The films have become an important medium of social reform and economic development.

Similarly, young men and women try to imitate the jewellery, dresses, hair styles etc. worn by actors, actresses, even news readers and announcers, who appear on the T.V. screen

Check List

1. Have you a detailed plan for using films as a medium?
2. Have you decided to produce a film for your organisation.
3. Has the objective of the film been set?
4. Have you made the required budget provision for films as a separate PR effort?
5. Has the target audience been identified ?
6. Has the cost of the film been worked out with the film making firm?

7. Have production schedules been finalised ?
 - (a) Synopsis
 - (b) Choice of film making firm
 - (c) Briefing
 - (d) Signing Contract for production of film
 - (e) Approval of script Visual treatment
 - (f) Shooting schedule
 - (g) Assembly of rushes
 - (h) Screening of roughout
 - (i) Sound recording
 - (j) Screening of fine cut
 - (k) Approval of complete film
 - (l) Publicity
 - (m) Distribution
 - (n) Exhibition
8. Has the exhibition of the film been arranged ?
9. What is the impact of the film on the target audience ?
10. What is the action or result of the film ?

Author of the Lesson: **Mr. C.V. Narasimha Reddi.**

Suggested Reading

1. Annual Report 1985-86 of the Ministry of Information and Broadcasting, Government of India.
2. Public Relations in Municipal Government by C.V. Narsimha Reddi, Sharada Publications, Srinagar Colony, Hyderabad.

Assignments

1. What are the various stages involved in the production of a film? Describe the role of Director?
2. What are the opportunities in the medium of Cinema? Discuss.
3. Describe the guidelines to be followed in organising film shows.
4. What is the impact of films on the Indian mind? Discuss with examples.

BRAOU

UNIT 7 EXHIBITION

Lesson 18 PR Exhibition

Objective

This lesson explains the concept of Exhibition as a visual medium. The various PR opportunities available with the medium of Exhibition are also discussed.

Synopsis

1. Seeing is Believing
2. What is an Exhibition ?
3. Types of Exhibitions
4. Theme, Design, Exhibits

1. Seeing is Believing

'Seeing is believing'. Exhibition, be it local, regional, national, or international one is based on this principle and assumes great importance in the promotion of sales, ideas, and socio - economic development of country. It has been established that about 87 per cent of impressions that we receive are through the medium of sight and the ideas received by this sense organ are retained longer than those received through other media. We are accustomed to accept most of the ideas in second-hand terms from books, newspapers, radio, television, film etc. How many of us have really seen the moon rock ? Yet we formed some idea of the moon rock by seeing it in pictures and by reading in newspapers. This is otherwise known as knowledge by indirect method. But the moon rock which was displayed at Kala Bhavan, Hyderabad, however enabled some people to see it in real shape. This makes all the more difference in framing an idea than by reading in newspapers and directly seeing things in three dimension. 'Seeing' sense gives the viewer greater scope for translating abstract concept into realities. It also creates a lasting impression on the human mind. In fact, it is the means whereby a message, whether it refers to a product or an idea is brought to perception of a person by actual visual presentation. This is the concept of Exhibition

2. What is an Exhibition ?

Exhibition may be described as a public show of certain objects. It also means the display. Display of what? A display of products, paintings, photographs, models or of an idea. It has both merchandising and public relations value. The main function of an exhibition is to present the products and ideas in such a way as to enable the people to see for themselves and judge their merit for use. Apart from the selling impact, exhibition have an informative and educative function of no mean importance to reader.

'Fair' is yet another model held at a particular place at regular periods for selling products and display of goods.

Hoary Past

Fairs and festivals which are even now held in villages are the origin of modern exhibitions. The melas, fairs, and festivals have been the institutions of hoary past and formed a part and parcel of the life of the villagers. In the olden days, the producers brought their goods to the fairs for barter and they developed trade relations and social contacts only by way of participating and visiting fairs and festivals.

The Industrial Revolution and Information Explosion which resulted in a new era has widened the scope of exhibitions in the spheres of economic activity. Thus, exhibitions have proved to be effective medium of providing a common forum for producers sellers buyers and to those who are keen in promoting new ideas.

Exhibition have close relations to Public Relations, for it is a medium for promoting a product or an in idea and brings about human understanding. It provides greater opportunities for Public Relations.

There is some confusion about its use as PR and Advertising media. The question is asked whether the exhibition is an advertising medium or a PR effort. The answer lies in the purpose of the exhibition. If it is to inform and to educate the public on an idea, say family planning, then it becomes a PR medium. If the exhibition is intended to influence the consumer to sell products, it *perhaps* may be the advertising medium. The majority of the *trade exhibitions* fall into the advertising category. However, it is the responsibility of PR Manager to organise both the types of exhibitions whether they relate to PR or Advertising. They are inter-linked and intended to promote Public Relations of an organisation.

Characteristics

Like any other media, exhibition has its own characteristics, advantages and limitations.

1. Exhibition is a visual medium which attracts the 'EYE'.
2. It provides the use of multi-media at the same place. PR manager can arrange talks, filmshows, song and drama performances, distribution of publications, display of photographs, relay of TV and radio programmes etc.
3. It enables to get fair coverage for the organisation through press, radio, and television.
4. It explains the product in three dimensional effect. (length, depth and height).
5. It provides more scope for realism.
6. It informs, educates, entertains and motivates people for action.
7. It acts as a catalyst for socio-economic development.
8. It eliminates the middlemen and brings the seller and buyer/user face-to-face.

Advantages

1. It is a source of commercial contact.
2. It provides the market to introduce new products at regional, state, national and international levels.
3. It is a meeting point for comparing technological and economic progress.
4. Unlike other media, it provides immediate feedback.
5. When compared to media like the radio, television and film, the people can see the exhibition leisurely in a conducive environment till the idea displayed is imbibed.

Limitations

Exhibition is expensive. This is the major limitation of this medium in comparison with other mass media.

3. Types of Exhibitions

Exhibitions are generally classified into three categories depending on the theme. They are Art Exhibitions, Commercial Exhibitions or Trade Fairs, and Informative Exhibitions.

1. Art Exhibitions

Art Exhibitions are organised to display works of an artist and his skill in painting. Such exhibitions are usually held in Kala Bhavan at Hyderabad or Art galleries which are centres for fine arts. Sometimes, a famous artist organises an independent exhibition of his or her paintings enabling the public to see the contribution made by that artist for the promotion of art. Art exhibitions, if possible can be sponsored by some organisations as part of its public relations effort to build up the image of their organisation. There is a lot of scope for such sponsorships in India.

2. Commercial Exhibition or Trade Fairs

Commercial exhibitions or Trade Fairs are designed primarily to promote business transactions and publicise new products. About 80 per cent of exhibitions are concerned with the business of selling goods. The India International Trade Fair being organised every year at the Pragathi Maidan, New Delhi, is a shining example of trade fair. The objective of commercial exhibition or trade fair is to promote sales and exchange trade relations between different states within the country and among different nations.

3. Informative Exhibitions

Exhibitions are being used for putting across ideas. Informative exhibitions are organised by Central and State Government to educate the people on specific subjects for adopting new ideas. They are also held to project the image of an organisation.

For instance, the exhibition on 'Family Planning' is intended to motivate the public to adopt family welfare measures as to contain population explosion. The theme of family planning can be picture-squely displayed in the form of an exhibition. The Department of Information and Public Relations, Government of Andhra Pradesh, through its pavilion at the All India Industrial Exhibition-1986 at Hyderabad projected the theme of three years of progress of the State.

The Field Exhibition Units of the Directorate of Advertising and Visual Publicity, Ministry of Information and Broadcasting, organise exhibitions in different parts of the country on important themes like National Integration and Communal Harmony, Uplift of the rural masses, 20-point programme etc. Such informative exhibitions are organised either independently or as part of the commercial exhibitions or trade fairs.

Rural Exhibitions

India lives in its villages and about 80 per cent of its population resides in the rural areas. Rural Exhibition as one of the tools of rural communication educates the rural illiterate masses. Big size photographs huge illustrations, models and larger size captions attract the EYE of illiterates. As such, the Government and other organisations use this medium either to promote ideas or to seek new markets for their products in rural areas. 'Rural Exhibition' utilising the services of traditional media create greater impact on the rural mind.

Other Types

Exhibitions can also be categorised depending on their mobility as Permanent, Portable and Travelling Exhibitions.

1. Permanent Exhibitions

Some organisations erect permanent exhibitions in their own premises enabling the visitors to see the exhibits. A permanent exhibition is more suitable for an organisation which receives groups of visitors regularly. Health museums in our country have permanent exhibitions where people come regularly and see exhibits on hygiene.

2. Portable Exhibitions

A set of photographs, models, panels or frames is designed and constructed for the purpose of display at any venue where an event is likely to be held. They are prepared and kept in the office for use at a very short notice. Portable exhibits or 'Mini Exhibition' may be assembled at any conference point, public libraries and such other places where people congregate. Stands used in such exhibitions are also portable. 'Mini Exhibitions' could be organised by PR Managers on topical subjects at important conferences, seminars, public meetings, etc., by transporting the portable material. Every PR department must have one portable exhibition kit.

3. Mobile or Travelling Exhibitions

Mobile or Travelling Exhibitions are fitted to railway coaches and mobile vans. The Department of Information and Public Relations, Government of Karnataka has mobile exhibition vans 'Pragathi Pradharsan' containing the exhibits on history, culture and progress of the state. They move from place to place and enable the public to see the exhibits. The great advantage of travelling exhibition is perhaps not so much that it reaches a lot of people but it reaches people in the right place at the right time. Travelling exhibition will be a spectacular event in villages and small towns. That is why such exhibitions are more popular in rural areas. The vehicles and trailers are converted into mobile stands and used to make complete and self-contained exhibition.

Norms for participation

A number of requests come to an organisation for participation in exhibitions. Some times, organisations arrange independent exhibitions of their own. Whether independent or part of a large scale commercial exhibition, the Public Relations Department acts as a model agency between the organisation and the exhibition authorities. The professional work in setting up the exhibition is done by the PR Department. As an adviser to the management, the PR Manager has a vital role to play in taking a decision with regard to participation, erection and setting up the pavilion.

Before taking a decision in regard to setting up of either an independent pavilion or participating in the exhibition, the PR manager has to consider certain vital aspects of the exhibition like its PR purpose and trade value.

1. Whether it is necessary to use the medium of exhibition for sales promotion and PR purposes?
2. Whether the exhibition coincides with some local or seasonal gathering ?
3. What is the theme of the exhibition ? Is it relevant ?
4. Who are the Publics that are going to visit the exhibition and the size of the attendance ?
5. What are the exhibits that have to be displayed in the exhibition ?
6. Whether the location of exhibition is suitable both to the organisation and visitors

7. What will be the returns in terms of sales promotion, image building, promotion of ideas etc ?

Having considered the above points, PR Manager should advise the management whether it should take part in the exhibition or not.

4. Theme, Design, Exhibits

Each pavilion must present a theme of its own. This is very important for creating impact on the visitors. 'Village life' was the theme of the 'Rural Complex' pavilion in Asia-1972 Trade Fair held in New Delhi. It was designed like a village wherein craftsmen, folk music and folk dances from all over the country were shown. It gave an atmosphere as if the visitors were in a village.

The entire exhibition centres round the theme. The Directorate of Advertising and Visual Publicity (DAVP) designed a special exhibition on 'NAMIBIA' - '*Friendship our Heritage*' at the Non-Aligned Countries Meet on Namibia in New Delhi. The theme of the exhibition highlighted the friendship of India with other countries and Namibia in particular which has been our heritage '*Parliament and the Commonwealth*' was the theme of another exhibition organised during the Eighth Conference of the Commonwealth Speakers and Presiding Officers held in New Delhi in January, 1986.

The Municipal Corporation of Hyderabad has set up an impressive pavilion based on the theme '*we have a beautiful City - Let's keep it clean*' in 1976 at the All India Industrial Exhibition, Hyderabad. This was designed to create civic consciousness among the people and also to enlist their cooperation in improving the amenities of the city. The pavilion presented a vivid picture of the myriad civic problems, the Corporation's endeavour to solve them and of the citizen's role towards a cleaner city. Photographs, models, charts, cartoons, folders, posters etc were used to explain the theme

A few titles of DAVP indicate the themes of the exhibitions '*Jawaharlal Nehru's Vision and our Goal*' '*Indian's Journey on the Road to Self-Reliance*, were the themes of exhibitions organised during the Silver Jubilee celebrations of India's Independence.

Design

Based on the theme and brief given by the management, a design of the exhibition or pavilion has got to be prepared through an architect, designer or a specialist in designing exhibitions. Design gives details of

exterior view and interior segments of the exhibition. A model of the pavilion can be prepared by the designer giving all details which forms the basis for construction of the pavilion. The design must reflect the theme. The basic thing that has to be considered in designing an exhibition is the public for whom the exhibition pavilion is intended. It is so because it is the visitors that will determine the style and shape and arrangement of the stands to be displayed.

Having prepared a design, tenders are invited from exhibition contractors to construct the exhibition. However, the designer will have to supervise the work of the contractor during the erection stage. An agreement also has to be entered with the contractor for completing the exhibition.

Exhibits

An exhibit is an object on display primarily designed to tell the story about a thing, or an idea. When the public has been analysed for whom goods and exhibits are displayed, the characteristics of exhibits have to be such that they are attractive to the potential buyers and visitors. There is a close linkage between the theme, the publics of the exhibition and exhibits on display.

Exhibits by and large must be three dimensional. Photographs, diagrams, illustrations, are used effectively to support a three dimensional presentation. Each stand is designed as to fit space earmarked for the purpose.

Man is too busy and he may not see the exhibits/data displayed leisurely. As such exhibits have to be designed to attract the attention of visitors. The exhibition must therefore, adopt quick symbols. Once the public is inside, the exhibition must tell its story briefly, clearly and in as interesting a way as possible. Exhibition is first and foremost a matter of seeing things. Every stand should therefore be designed to attract the eye. The centre of interest must be placed at the eye level about five feet. The exhibits should have a visual call signal effect. The design of a visual must be very simple. Each visual must tell one idea. Too many ideas in one visual not only detracts the attention of the visitors but also reduces the *impact* on the mind. If there are many ideas or exhibits they can be spilt subject-wise into a sequence of visuals. However, exhibits have to be arranged in such a way that the interest of the visitor is sustained throughout. This can be arranged based on a stand layout.

Monster-Mosquito

The Municipal Corporation of Hyderabad in its pavilion at the All India Industrial Exhibition in 1976 displayed a huge model of monster-looking mosquito blown up a million fold size at the entrance with copy 'War on Mosquitoes' as a unique attraction and also to depict the gigantic proportion of the mosquito menace in city and the corporation's war like campaign against it. This massive mosquito was of particular attraction to the visitors and proved to be a favourable talking point of practically everyone of millions of visitors.

Construction

Once the theme and design are finalised, tenders are invited for the construction of the pavilion from reputed exhibition contractors. The tender has to be finalised based on the price quoted. PR Manager will coordinate and supervise the construction as per the design approved. Proper care has to be taken for interior decoration during the construction of pavilion. If necessary an expert may be engaged for interior decoration. It should be *elegant and eye catching*. Too many things should not be displayed at one place. The theme must be shown in a story form as to sustain the interest of visitors.

Pictures

Ideas and information are converted into pictorial form in exhibitions. Products are shown in pictures for easy understanding. Pictures, drawings, charts, maps, diagrams, cartoons are of vital importance in exhibition to convey messages. Colour photographs must be selected for display in exhibitions. They should be large enough with all details to be easily understood.

Words

Like pictures, words add colour to the exhibitions. Verbal information when presented through words become very good visuals. Words, therefore deserve proper treatment as an integrated part of display. Captions in exhibitions can be divided into three main categories. Those large and bold letterings either at the entrance or on the top used for decoration and to attract the attention of visitors. They are as important as exhibits and need proper space. They should always be short. Bold type faces are used in such letterings, those that explain the exhibits, and those that give technical information, facts, figures and explanations. Typewriter type is too small for display. Photo typesetting to the deserved size or hand lettering is good and

works well if it is stylised. One quarter inch height is generally a readable size.

Captions as far as possible must be in the local language. India is a multi-lingual society. Facts and information have to be displayed in more than one language. This is almost essential in a city like Hyderabad where more than one language is spoken. In such cases, it may be satisfactory to pick up one key language for bold lettering and other languages in small letters or italics.

Lighting

Light attracts or distracts the attention of visitors. Visitors eyes always attract a brilliant object. Proper lighting plays an important role in illuminating the exhibits. Exhibition without lighting is like winking at a girl in the dark. It is the lighting after all that determines 'how we see' 'what we see' and 'how we understand' about what we see.

It is, nevertheless, common practice to design mounting and arrangement of exhibits before considering how they are to be lighted. Lighting therefore, forms an integral part of exhibition and it has to be taken into consideration while designing an exhibition. Daylight is rarely satisfactory as exhibition lighting, for it changes directions and quality throughout the day.

Artificial lighting, which can be focussed, moved, and coloured, and that is independent of the weather is suitable for exhibitions. Fluorescent and filament lamps are the main types of sources of artificial lighting. And lamps in an exhibition are not usually meant to be seen, but they direct the light in and around the exhibition. These lamps used for directional lighting must be concealed.

Human Interest

Every exhibition must end in a show to remember. The best way of creating human interest is of course, to use 'Live Models'. They not only provide irresistible attraction but also make the people to remember.

In the Rural Complex Pavilion at Asia 72 Trade Fair held in New Delhi, the late Prime Minister Mrs Indira Gandhi evinced keen interest at a painting being drawn by an artist from Andhra Pradesh. Similarly, the three year old tusker 'Govindan' from Kerala at the same trade fair was also a star attraction.

Side Attraction

Sometimes side attractions add colour to the exhibitions. The Department of Information and Public Relations, Andhra Pradesh in its Information Pavilion always arranged two side attractions such as 'Automatic Counters' which counted the person as one entered the stall and other was 'Automatic Vendor' of 'Andhra Pradesh Journals'. The vendor raised the demand for the journals beyond the supply capacity. These side effects are more appropriate if related to the theme of the exhibition.

Budget

Based on the estimates, the budget for complete pavilion has got to be sanctioned well in advance. A clear cut break-up of each item such as cost of construction, exterior and interior decoration, preparation of exhibits, lighting, transportation, media coverage, hospitality, insurance, guide charges, staff, dismantling etc. Care should be taken to include unforeseen expenditure.

Media-Mix

In fact, exhibition provides an opportunity for using almost all the large and small media. Printed media is one of them. As thousands of visitors are expected, it is advisable to get attractive folders/leaflets printed, for free distribution along with booklets for selected visitors. This type of printed literature must highlight the theme of the exhibition and activities of the organisation. The Department of Information and Public Relations, Govt. of Andhra Pradesh distributed a folder three years of progress freely '*Moodella Pragathi*' at its pavilion in the All India Industrial Exhibition, Hyderabad, 86.

PR Manager in charge of the exhibition can organise films shows cultural programmes, talks and also closed circuit television audio and video cassettes, use of regular radio news and television programmes, cinema slide show etc.

Guide

Guides preferable girl guides well acquainted with the theme and exhibits should be posed in the pavilion to show and explain the things on display. One person should be put in over all charge of the exhibition making him responsible for everything. The organiser will have adequate staff under his control to run the Exhibition.

Enquiries

The staff and guides on duty should encourage visitors to ask questions. When enquiries are made they should be answered as fully as possible and details recorded as to reply even after the exhibition is over. One who has to be courteous and polite in dealing with the enquiries of visitors.

Publicity

It is essential that due publicity is given to the exhibition 'before during and after'. Media must be invited for a preview while individual correspondents could be invited from press, radio and television during the exhibition. At the end of the exhibition whether it gets a prize or not publicity can be given about the exhibition and its participation. Many exhibitors neglect publicity. This is not correct. Sufficient publicity must be given about the participation of the organisation in exhibition through all the media like press, radio, television. Necessary background material and photos may be supplied to the media. Advertisements may be released. This will not only create awareness about the exhibition but also will increase the number of visitors to the pavilion.

Visitors Book

The success of any exhibition depends on the interest that the visitors have shown in witnessing the things displayed. If it is a trade fair, its success is judged in terms of business and sales it had handled. If it is an information exhibition, the success is based on the grasp of ideas by the visitors.

It is highly essential for the organisers of the exhibition to have a feedback as to how visitors reacted to the exhibition and benefitted from it. The best way to obtain feedback information is to provide a visitors book, one for the general visitors and the second one to record the impressions of important persons. The opinions and impressions recorded in the visitors books contains both *positive* and *negative* views which will be of immense value for conducting the future exhibitions and solving some of the problems of the organisation. Nearly one million people who visited the Municipal Pavillion in Hyderabad during 1976, had something to record in the visitors book on what they felt about the Municipal Corporation and the civic problems, including the display of stands. Some appreciated the efforts of the corporation, while others made suggestions for improving civic amenities. One visitor, evidently an outsider was very much charmed by the city of Hyderabad and recorded '*I like the city very much How I wish to settle here*'. In 1983, the

Department of Information and Public Relations conducted an essay writing competition on its pavillion 'Telugu Velugu' and prize won candidate were taken on a tour Nagarjunasagar, the world's tallest masonry dam besides being awarded prizes.

Author of the Lesson : **Mr. C. V. Narasimha Reddi**

Suggested Reading

1. How to be a good P.R.O., The Guide to Public Relations by Mr. C.V. Narsimha Reddi, Sharada Publications, Srinagar Colony, Hyderabad.
2. Public Relations in Municipal Government by Mr. C.V Narsimha Reddi, Sharada Publications, Srinagar Colony, Hyderabad.
3. Exhibition by James Gordner Caroline Heller B.T. Batsford Ltd, London.
4. Annual Report, 1985-86, Ministry of Information and Broadcasting, Government of India.

Assignments

Answer the following in 30 lines each

1. Define Exhibition. Explain the various types of Exhibition available for PR to promote the interest of an organisation.
2. How do you organise Exhibition? State briefly the criteria you adopt in participating in an exhibition.
3. Is Exhibition a forum for multi-media approach? Discuss.

Unit 8 OTHER PR MEDIA

Lesson 19 Traditional Media

Objective

To highlight the role of traditional media as tool of communication, particularly with reference to its appeal to the rural folks. Various types of traditional media and their use in conveying development communication are discussed.

Synopsis

1. Traditional Media
2. Various forms of traditional media-BurraKatha, Harikatha, Puppetry.
3. Advantages of traditional media.
4. Traditional media - Electronic media.
5. Impact of traditional media.

1. Traditional Media

Theatre, music and dance are the three traditional art forms which have been part of the Indian culture. The language of the theatre is primarily spoken words; that of music songs and that of dance movement. They are called *performing arts*, which create great impact on the mind of the people. Traditional media were the only means of entertainment for the people in rural India. These media are still alive in the villages and continue to provide entertainment to the people in remote villages who are not otherwise exposed to other media of communication.

Traditional media like drama, folk dance, ballads, puppetry, burrakatha, harikatha, bhajans, Veedhinatakam, folk songs etc. are found very useful in our country to educate and entertain the poorer and illiterate sections of the society. Every region in India has its own folk art form that is immensely popular in that area. Jatra (West Bengal), BurraKatha (Andhra Pradesh), Villupattu (Tamilnadu), Tamasha (Maharashtra), Yankshagana (Karnataka) are a few traditional media to mention.

A nail is used to drive out a nail. Similarly the traditional media are the most appropriate channels for changing the traditional Indian mind towards modernisation. Being the ancient form, it is very close to the hearts of people and became part of life of the people. They influence the rural mind regardless of their educational, social and financial background.

The importance of traditional media was recognised earliest by the political parties. Some of the political parties utilised traditional media such as "Burrakatha" to propagate their political ideology in Andhra Pradesh. Later the Government have started utilising these media in communicating messages on development and family planning themes.

2. Various Forms of Traditional Media

Burrakatha

Burrakatha is a traditional performing art of Andhra Pradesh which has regained immense popularity in recent times. No other folk form in the State is being utilised as much for communication purpose as Burrakatha is. Burrakatha is a blending of song, drama and music in structure and diversity of themes have earned this form in mass appeal, a place next only to Cinema. Burrakatha adopts any theme either ancient or modern relevant to the people. The troupe usually contains three persons with costumes like kurtha, turbans and hand kerchief. The side artistes play on "Burra" a small size drum.

Harikatha

It is a stylised form of narration of stories from the Ramayana, Mahabharatha epics and from mythological lore of the puranas. The narrator, 'Kathak' wearing traditional dress, narrates the story. Both men and women are engaged in this form of art.

Tholubommalata

Tholubommalata (Leather Puppet Show) is also very popular in certain districts of Andhra Pradesh. It was the principal source of entertainment in olden days. With advent of Cinema, the art of puppetry has lost the patronage of the people. However, puppet shows still held sway among rural masses. They are even popular in urban areas.

The art of puppetry is unique in the sense that it is a combination of histrionics, literature, music, dance, drawing and painting—all of which individually and collectively play a role in presenting the delightful story or any message. This is not only theatrical art but also one of the known

handicrafts. Mythological stories are presented through puppet shows. An interesting feature of the puppet show is that leather puppets are handled by human hand very artistically to present the actions of each puppet depicting a character. These puppets are shown behind a thin curtain and the people see the puppet show on the screen.

There are several other folk art forms in Andhra Pradesh such as Jamukala Katha, Kolatam, Oggu Katha, Golla suddulu, Chakkabhajana, Tappetagullu, Guruvayyalu, Garagulu etc. These folk forms are being utilised by the Department of Information and Public Relations Government of Andhra Pradesh and the Family Planning Department for conveying message on family welfare and other developmental projects.

3. Advantages of Traditional Media

Advantages

Traditional art forms have certain advantages over other media of mass communication.

1. Personal Contact

The audience comes into direct contact with the communicator and stand face-to-face in the traditional media. As a result, this medium establishes a direct link between the communicator and the receiver. In the case of electronic media the message reaches the audience out of an impersonal box.

2. Feedback

An added advantage of traditional media is that the communicator gets immediate feedback vis-avis other mass media where the communicator cannot talk to the audience directly. Doubts if any are cleared on the spot when a message is communicated through traditional media. In other words this is the best form of two way communication.

3. Language

The language and dialogues used in this media are the spoken language of the local people. This enables the audience to understand the theme very easily and makes it acceptable to the rural folk.

4. Audience Participation

Audience also participates in some of the folk media. The entire group assembled joins in the folk song. The audience participation creates greater attentiveness among the audience and leads to better understanding of the message.

5. Audience expectations

Since audience in this form comes into face-to-face contact and the audience is known to the communicator, the expectations of the audience to tune the message can be assessed.

6. Flexibility

The folk media have greater flexibility in utilisation than the electronic media. The theme and form can be adopted depending on the audience and the subject.

7. Cost

Compared to other media, the traditional media is less expensive and it is possible to repeat the performances any number of times depending on the need.

8. Support medium

Traditional media are employed in support of other media such as film, exhibition, radio and television. Burrakatha or Harikatha is now being used in almost all the media for the purpose of communication.

9. Effective reach

Though the electronic media has wider physical coverage of area, its impact on the people is not as effective as that of traditional media. Being limited to a local area and to local audience, the traditional media create greater impact on the rural mind with effective reach.

4. Traditional Media - Electronic Media

The First Five Year Plan Document on "Public Cooperation in National Development and Reaching the People" said: "A wide spread understanding of the plan is an essential stage in its fulfilment. The plan has, therefore, to be carried into every home in the language of the people with the assistance of creative writers and artists which has to be specially enlisted. All available methods of communication have to be developed and the people approached through the written and spoken words no less than through radio, film, song and drama."

This statement is still valid even during the Seventh Five Year Plan period. Song and drama media could be utilised for popularising the plan schemes and reaching the poorest of the poor in rural areas.

Though the electronic media is being expanded very rapidly in our country, the traditional media still have relevance to us.

Here is an example of how an art form 'mimickry' brought deposits for the bank. A nationalised bank has utilised the services of a mimick to promote its deposit scheme among the rural people.

Whenever bank officials visited villages, people generally tried to avoid them fearing that they might have come for recovery of loans. The villagers hardly lend a ear to them to explain the deposit scheme. When the bank announced a mimickry programme in the village, the people flocked to it.

The artist mimcks politicians and cinema actors and when the audience was absored in the programme, he subtly puts across a bank deposit scheme and explains how small savings would grow and come to their rescue in future

After listening to the mimickry programme, one villager expressed wonder and said he never knew that the banks had do many deposit schemes. The artist with 'mimickry' created better rapport with the people than the bank officials and he was able to take the message on deposits in their own language. The mimic gave about 30 performances in Guntur district and many people in rural areas came forward to open new account with the bank.

When a bank could mobilise deposits through the medium of mimickry, every organisation be it public or private can make use of the folk art form in rural areas in communicating their messages.

Song and Drama Division

The Ministry of Information and Broadcasting Government of India established a separate media unit called Song and Drama Division. The division functions at three levels-headquarters at Delhi, regional centres located at important State Capitals and Sub-Centres at important cities of the country. This division utilizes a wide range of stage forms such as drama, dance, mythological, recital, puppet, folk and traditional plays besides the sound and light programme to focus the attention of the audience on important aspects of country's life. These programmes are being presented to put across the message on national themes such as communal harmony, national integration and family welfare. The presentation of programmes in the field is carried out by this division in close collabratiion with other Central Govt's media units like the Directorate of Field Publicity, Directorate of Advertisting and Visual Publicity, Department, of family welfare and the State Information and Public Relations Departments.

Directorate of Field Publicity, Directorate of Advertising and Visual Publicity, Department of family welfare and the State Information and Public Relations Departments.

Song and Drama troupes have been recruited for the entertainment of the people who live in far-flung villages along the international borders to impart to them a sense of belonging. Similarly song and drama troupes have been recruited for the entertainment of Jawans in forward areas. The division also utilizes tribal folk troupes for the purpose of organizing song and drama programmes in the tribal areas. In addition to its own departmental troupes, the Song and Drama Division utilizes private registered parties and artistes for the purpose of social and development communication.

5. Impact of traditional media

Future

Notwithstanding the expansion of electronic media, the traditional media have its own role and scope in our country. These art forms can be utilized in rural areas where the poorer sections of the society are not exposed to any media of mass communication. These poorer sections who constitute about 40-45% in our country will be too receptive to witness the performances of traditional media not only for entertainment purpose but also for educational purpose. Thus the traditional media can be utilized by incorporating development themes or themes based on marketing etc. This medium is now being utilized mostly by the government information service. It can also be utilised by the private sector and public sector undertakings in influencing the consumers towards their product. If mass media like radio, newspapers create awareness among the public, the little traditional media help us to a great extent in changing the attitudes of individuals towards better life. An ideal situation will be the coexistence of modern mass media and traditional media. *A blend of these media can be of immense use.*

Author of the Lesson: **Mr. C.V. Narasimha Reddi**

Suggested Reading

1. Readings in Development and Communications-Edited by G.N.S Raghavan, Indian Institute of Mass Communication, D-13 South Expansion Part II New Delhi.
2. Annual Report 1985-86, Ministry of Information and Broadcasting Govt. of India.
3. Communication and the Traditional Media, Indian Institute of Mass Communication, New Delhi
4. Burrakatha of Andhra Pradesh by Kajal Kumar Das, Indian Institute of Mass Communication New Delhi.

Assignments

Answer the following in 30 lines each.

1. Define traditional media. Describe the role and scope with reference to their appeal to the rural mind.
2. What are the various folk art forms? Discuss the advantages of these media compared to the electronic media.
3. Explain the functioning of Song and Drama Division, Ministry of Information and Broadcasting. What is its role in disseminating public information at the grassroot level?

UNIT 9 MEDIA RELATIONS

Lesson 20 Media Units

Objective

To explain the functioning of Information Service as part of the Ministry of Information and Broadcasting, Government of India. It also describes the working of various Media Units as public information disseminating agencies.

Synopsis

- 1) The Genesis and Growth of Central Information Service.
- 2) Functioning of the various Media units.

1. The Genesis and Growth of Central Information Service

The earliest Information Service of the Government of India was organised for press publicity and propaganda under a Central Bureau of Information (now called Press Information Bureau), which came into existence after the first World War. Besides other work, the Bureau was made responsible for compiling the yearly moral and material progress of India for presentation to the British Parliament as required by the Act of 1858. The Bureau was placed under the Home Department.

In June, 1923, the Central Bureau of Information was made a permanent organisation and steps were taken to bring under it the information activities of the different departments. In 1939, a Director-General of Information was appointed to control and co-ordinate war publicity through the available media. In October 1941, the Department of Information and Broadcasting was created and various publicity agencies then functioning under the control of other departments were brought under its unified control. However, the Directorate of Public Relations continued to operate under the control of the general headquarters.

As for Broadcasting, an agreement for having a regular broadcasting service in India was entered between the Government of India and a private company called the Indian Broadcasting Company limited in 1926 and the service was started. After about three years, the Indian

Broadcasting Company went into liquidation. However, the Government acquired the assets of the Company and managed to run the Radio Stations at Bombay and Calcutta. In May 1932, the Government of India decided to continue the broadcasting service under its own management and placed it under the administrative control of the department of Industries and Labour. In March, 1935, the subject was put under a newly created separate organisation headed by a Controller of Broadcasting in the Department of Industries and Labour. In June, 1936, the designation of Broadcasting Service was changed from the Indian State Broadcasting Service to All India Radio. In 1937, the subject was transferred to the Department of Communications. In 1941, the newly created Department of Information and Broadcasting took over the subject 'Broadcasting' from the Department of Communications.

The Department of Information and Broadcasting, on its creation in 1941, became the central agency for publicity and information activity of the Government of India. The Department of Information and Broadcasting was reconstituted as the Department of Information and Arts in February, 1946. But, the Department was renamed as the Department of Information and Broadcasting in September, 1946. In August, 1947, the Department was designated as a Ministry.

In June, 1948, the subject 'External Publicity' was transferred from the Ministry of Information and Broadcasting to the Ministry of External Affairs. The Ministry of External Affairs also took over its internal publicity work from the Ministry of Information and Broadcasting in July, 1958.

After Independence, India has built up an extensive network of mass media facilities and utilisation of traditional media in conjunction with modern mass media. The modern and traditional media have worked hand-in-hand with the object of informing, and motivating the behaviour and attitudes of people to bring about rapid socio economic transformation of the society. *Public Information of Government of India is handled by the Ministry Information and Broadcasting through its Executive departments called Media units.*

2. Functioning of the Various Media Units

The Ministry through its media units keep people informed about the policies, plans and programmes of the Central Government. The media units are

- a) All India Radio
- b) Doordarshan
- c) Films Division

- d) Press Information Bureau
- e) Registrar of Newspapers for India
- f) Publications Division
- g) Directorate of Field Publicity
- h) Directorate of Advertising and Visual Publicity
- i) Photo Division
- j) Song and Drama Division, and
- k) Research and Reference Division.

(a) All India Radio

Akashvani Bhavan
 Sansad Marg,
 New Delhi-110 001.

The All India Radio (AIR) headed by a Director-General is responsible for all the radio programmes put out in the country. It broadcasts programmes of a varied nature such as events, entertainment, education, etc., round the clock everyday, both in home and external services. The Radio stations set up throughout the country are under its control. With its vast network of stations spread all over the country, AIR serves 90 per cent of the population inhabiting about 80 per cent of the area in the country.

The News Services Division of All India Radio is one of the biggest of its kind in the world. All India Radio broadcasts every day 269 bulletins for a duration of over 36 hours in its home, external and regional services. Special News bulletins carrying world news, sports news, state and development news and slow speed bulletins in English and Hindi are also broadcast.

(b) Doordarshan

Mandi House,
 Copernicus Marg,
 New Delhi-110 001.

Television service was introduced in Delhi in 1959 as a *pilot project* aided by UNESCO. Viewing was confined to rural areas. Villagers in and around Delhi were given access to community viewing sets funded by the Ford Foundation. Television was delinked from All India Radio in April, 1976, under the name 'Doordarshan'. During the past 27

years. Doordarshan has expanded its scope of work and activities. The main objectives of Doordarshan are: to act as a *catalyst* for social change, to promote national integration, to stimulate a scientific temper in the minds of the people, to disseminate the message of family planning as a means of population control and family welfare, to provide essential information and knowledge in order to stimulate greater agricultural production, to promote and help preserve environmental and ecological balance, to highlight the need for social welfare measures including welfare of women, children and the less privileged, to promote interest in games and sports and to create values of appraisal of artistic and cultural heritage.

The impact of Television is more powerful than that of Radio and the printed word as it can attract the attention of the *eyes* as well as the *ears*. It has a useful role as an instrument of social change and can be used as an aid to the speedy socio-economic development.

On August 1, 1975, our country launched the first T.V. experiment in the developing world known as the *Satellite Instructional Television Experiment (SITE)*, using a Satellite for telecasting teaching and entertainment programmes to the far-flung rural areas. The impact of the SITE programme has been good. It has resulted not only in social awareness of educational, agricultural and scientific advances, but also brought about a change in the outlook of the villagers towards better life.

Following the success of the SITE programme, the Government of India approved a proposal for a multi-purpose *Indian National Satellite (INSAT)*. One of the objectives of the INSAT system is to provide nation wide TV broadcasting to rural communities in education, social awareness, health and family welfare, rural development programmes, etc. The other objective is to use INSAT for relay of television programmes (National Network Programmes) to a large number of terrestrial television transmitters which do not have any facilities for the production of programmes. INSAT-1A was operationalised for National Networking on August 15, 1982. INSAT-1B became fully operational from October, 1983.

The Audience Research Units attached to various Doordarshan Kendras conduct feed-forward and feed-back studies, including pre-testing of proto type programmes and summative evaluations. The findings of these studies help in programme planning.

(c) Films Division

24, Dr. G. Deshmukh Marg,
Bombay-400 026.

- (c) **Films Division**
24, Dr. G. Deshmukh Marg,
Bombay-400 026.

The Films Division, set up at Bombay in 1948 utilises the medium of films to disseminate information on important aspects of the country's life and on vital issues like national integration, eradication of untouchability, family welfare, etc. The division is responsible for the production and distribution of documentary films, newsreels and other films needed for educational purposes and for dissemination of information to the public. Under compulsory exhibition scheme, over 12,500 cinema halls in the country screen Film Division's documentaries and newsreels in every show. It is estimated that about 10 crore people see them in a week. The films are also telecast by the Doordarshan Kendras.

- d) **Press Information Bureau,**
Shastri Bhavan,
New Delhi.

The Press Information Bureau (PIB) is a very important organisation of the Government of India in relation to its dealings with the newspapers. Its principal function is to keep the people informed of Government's policies, decisions and programmes through the Press. It also feeds news to other electronic media. The functions of the Bureau may be summarised as follows

- a) Issue of Press releases, press communiques, feature articles
- b) Arranging press conferences for Ministers and Secretaries
- c) Release of news photographs to the Press; and
- d) Arranging conducted tours of pressmen.

The Bureau, through its press clippings and press analysis units, keeps the Government informed of the press and public reactions to its policies and programmes, and about the public grievances as reflected in the press. It provides services in English, Hindi, Urdu and 15 other languages.

The Bureau has a network of four regional offices located at New Delhi, Bombay, Calcutta and Madras and 35 branch offices all over the country. These offices are connected by teleprinter service for speedy transmission of news. Information Officers are attached to various Ministers to advise them on publicity matters. PIB brings out a weekly wall newspaper in 13 languages and dialects. It is one of the largest public information agencies in the world. PIB provides professional facilities to correspondents, cameramen and technicians accredited to the Government of India.

e) Registrar of Newspapers for India

The office of the Registrar of Newspapers came into being in 1956. It is responsible to study the various aspects of the growth of Indian Press, with particular reference to ownership and circulation patterns. It maintains the general statistics of newspapers in the country and looks after the news print allocation policy and registration of new newspaper and periodicals. The titles proposed for new newspaper are cleared by this office.

f) Publications Divison

Patiala House

New Delhi-110 001.

The Publication Divison is charged with the production, sale and distribution of books and journals on matters of national importance, for *internal* as well as *external publicity*. This Divison utilises the printed word as a medium of publicity. It is one of India's largest publishing houses in the public sector. It provides authentic information to educate and inform the public through books, pictorial albums and journals in English, Hindi, and major regional languages of the country. It publishes a weekly newspaper '*Employment News*' (English) and '*Rozgar Samachar*' (Hindi and Urdu) giving information on employment opportunities in Government offices and public sector enterprises. Another publication is '*Yojana*' a fortnightly devoted to planning and development. Besides publishing selected speeches and writings of national leaders like Presidents and Prime Ministers, the Divison also brings out '*Builders of Modern India*' series.

g) Directorate of Field Publicity

East Block-4, Level-3

R.K.Puram

New Delhi-110 022

The Directorate of Field Publicity is the largest rural oriented publicity, set-up in the country which operates at grassroots levels. The Directorate of Field Publicity through its 257 field units located in different parts of the country organises publicity programmes to educate the people by utilising a variety of information media like films, song and drama, printed material, spoken word, etc. Each Field Publicity unit has a mobile publicity van fitted with audio-visual equipment for publicity in rural, backward and border areas.

The Directorate aims at reaching the people with a view to informing them about the policies, programmes and achievement of the Govern-

ment and to motivate them towards willing partnership in different schemes of national development. Its activities are carried out in close co-ordination with official and non-official functionaries. Public reactions to the Government policies and programmes are also collected to serve as feedback information service to the ministries concerned. Thus, it serves as a two-way channel of communication.

h) Directorate of Advertising and Visual Publicity

P.T.I. Buildings
Sansad Marg
New Delhi-110 001

The Directorate of Advertising and Visual Publicity (DAVP) acts as the central agency for dissemination of the activities, policies and programmes of the Government of India in the field of economic and social development to the people through the advertising and visual media of communication. They include

- a) display and classified advertisements in the press
- b) printed publicity material like folders, brochures, booklets, posters, calendars
- c) exhibitions, and
- d) outdoor publicity in which cinema slides, hoardings, bus panels, etc., are used.

A number of public sector undertakings and autonomous bodies are using DAVP for publicity. There are over 40 Field Exhibition Units of DAVP spread all over India, including 6 mobile vans and 2 railway coaches which carry its exhibitions on important national themes to different parts of the country.

i) Photo Division

Akashvani Bhavan
Sansad Marg
New Delhi-110 001.

The Photo Division is the biggest production unit of its kind in the country and is responsible for preparing photographs both in colour and black and white for internal as well as external publicity on behalf of the Government of India. It has to photographically document the growth and social change in the country and provide visual support to communication. It caters to the demand of photographs by the media units as well as other departments. Photographs are also supplied to

non-publicity organisations and the public on payment. The division maintains a Library of photographic negatives of great archival and historical importance.

The division has a well equipped laboratory for handling different kinds of photographic assignments at its headquarters in New Delhi. It has regional offices at Bombay, Calcutta and Madras and one sub-unit at Lucknow for meeting the immediate publicity requirement in the respective regions.

j) Song and Drama Division

The Song and Drama division set up in 1954, utilises entertainment media for inculcating a sense of participation in the people in the task of national reconstruction. The media used by it include drama, folk plays and dances, folk music, puppet shows, folk recitals, ballad, etc. These are utilised for publicity oriented programmes. The Division maintains drama troupes for organising performances on themes of national interest like family welfare, national integration etc.

k) Research and Reference Division

Ministry of Information & Broadcasting,
New Delhi.

The Research and Reference Division was set up in 1950 for providing research and reference material to the Ministries, media units and other public agencies, mainly in the form of background to the news and reference papers for projecting the policies and programmes of the Government. The division also issues biographical sketches of eminent Indians and prepares a fortnightly '*Diary of Events*' covering important national events. It runs documentation and research services on matters of public interest, events and trends in the field of mass communication in the country. The National Documentation Centre on Mass Communication was set up as part of this division in 1976 for collecting and disseminating information relating to the agencies, events and trends in the field of media of mass communication, including Press, Radio, TV, Film, folk media and different media units of the Central and State Governments. It undertakes the compilation of two major standard works of reference — '*India - A Reference Manual*' and '*Mass Media in India*', an annual.

Author of the Lesson: **Mr. C.V. Narasimha Reddi**

Assignments

I. Answer the following in 30 lines each

1. Discuss the need for information service in Government.
2. Explain broadly the functioning of the public information agencies in the Government of India. Evaluate their performance in reaching the people at the grassroots level.

II. Answer the following in 10 lines each.

- a) Press Information Bureau
- b) Directorate of Advertising and Visual Publicity
- c) Films Division
- d) Directorate of Field Publicity

BRAOU

Lesson 21 Press Relations

Objective

To explain the importance of media relations, particularly press relations in public relations process to get fair coverage for the activities of an organisation.

Synopsis

1. Comments of an Editor on the press notes from P.R.
2. What is media relations ?
3. Complaints from Press about P.R.
4. Principles of good press relations
5. Dealing with Government media.

1. Comments of an Editor on the Press notes

Here are a few extracts from an article by the Editor-in-Chief of a major daily newspaper on 'press notes' from Public Relations Managers.

"The Editors are appalled to see the sloppy copy that comes in the form of Press notes. Though the author of such Press notes are qualified Public Relations Officers, there is no professional touch in many of the Press Notes. Every copy needs a re-write man." It doesn't mean that the Editors look forward in such Press notes any ready-made material that can go straight to composing. What is required is a good copy-clear and upto-the-point. In a day, an Editor receives 300 to 400 Press notes and if every Press note runs into a number of pages, not only he may not have time to go through all, but he will be terribly bored, with the result important ones will go unnoticed."

Press notes are not the only source of news for the Editor. He has pages and pages of other eligible matter from internal sources like agency copy, and reports received from correspondents/reporters that are likely to get priority. The share of the press notes in the news column may be in the range of only 5 to 10%. For this, one cannot expect the Editor to spend his whole day going through the Press notes.

So, "the Public Relations Officer's aim should be to fight for Editor's attention within the limited time he has at his disposal."

"There is a tendency to stuff the Press notes with propaganda material. The authors should first of all know the difference between the publicity and propaganda and they should confine themselves to gain publicity for a particular event or activity, and not try to brain-wash the editors nor propagate their view point. Editors are not that naive to be unable to distinguish between the two. If the press notes are losing credibility among the Editors, it is because of this tendency of the Public Relations Officers to load them with propaganda material. The Public Relations Officers should make it a point to prepare the Press notes in a crisp news form. On the contrary, if it is stuffed with propaganda, it is bound to reach its due place in a newspaper office, that is, 'dustbin'.

"While sending the Press notes, if the Public Relations Officers have the cheek to give instructions to the Editors as to how they should be treated, it would annoy the Editor.

For example, there was a press note with the following instructions from a Government Department.

The message may kindly be published as detailed below

1. Size ; 2 col 15 cms
2. Photo of 'X' may be 2 x 1½ cms on the left side of the message.
3. Position: The message may kindly be published by giving a prominent position preferable on the front page.
4. Kindly start composing the message along side the 'X's' photo and run on the same across two columns below the photo."

There were instructions not only to the Editor, but also to the Compositor.

Very often there are instructions to make a box for catching the public eye.

"It is therefore, better if the Public Relations Officers don't venture to give instructions to the Editors while sending the Press Notes."

The views of Editor-in-Chief are very valid. Such press notes from PR create bad media relations. And PR suffers both in the eyes of managements and newspapers. *What is needed is that PR managers must know the requirements of media and serve them with news the way in which they are accustomed to publish. This forms part of media relations.*

2. What is Media Relations?

Public Relations in reaching its goals has to utilise various media of communication such as the Press, radio, television etc. Without close rapport and better service, it will be difficult for any PR person to get coverage for the activities of organization in the media. It is, therefore, necessary for a PR Manager to understand and study the concept of media relations.

A PR Manager among others has to deal with the three important media such as the newspapers, radio and television. The radio and television are controlled by the Government, while the press is in the private sector.

Among the various media relationships, press relations, form an important part of the PR process. His good relations with the newspapers, undoubtedly, shape the PR campaign of the organisation for the better.

In fact, the PR practitioner is a *link* between the management and the media. Being 'a person in the middle', the PR practitioner must understand the *needs and requirements* of both the management and the media and gain their confidence. Gaining confidence is not an easy task, because the interests of the management and the media often do not agree. Managements want news to be published in a manner that will promote their policies and business interests. They do not relish any criticism whatsoever in the media. Whenever criticism or critical writings appear in the media they react. There are certain cases both in the private and the Government sector to stop advertisements to the newspapers, when critical writings were published. Some organisations tend to use advertisement support as a *lever* to control the press. But this is not the correct approach to deal with the press.

On the other hand the media particularly the newspapers like to publish only such news that interests a large number of readers. News of readers interest alone is useful to the newspapers. Readers are considered as the *masters* of the newspaper. The Editor always tries to keep the master in view while publishing the news and not the managements-masters of PR Manager.

It may thus be seen that both sides-the managements of various organisations and media managements have legitimate grounds about serving their respective masters viz chief executives and readers respectively. PR Manager who is a link between the management and media

has to *bridge their view points and bring each side around to understand the problems and perceptions of the other. This can be achieved through better media relations.*

Good media relations are created and maintained only through honest and readers oriented useful news service provided in an atmosphere of mutual trust and understanding. Service is the watchword in media relations.

PR Manager is, therefore, required to acquire knowledge of the techniques of maintaining good media relations both in the interests of the media and the organisation which he/she represents. He has to develop skills in media relations such as writing for the media, organising media events like press conferences, press briefings, press tours etc.

3. Complaints from Press about P.R.

Complaints often heard from the Press about Public Relations press releases are:

1. Public Relations Manager always tries to colour and suppress free flow of legitimate news under the influence of management.
2. Public Relations Manager is not free to select news of readers interest.
3. Managements influence the Press for getting into news columns .
4. Most of the Public Relations managers are ignorant of media requirements and that they do not have the real concept of news.
5. Public Relations press releases are boss-oriented and not readers oriented. They use adjectives to please their management.
6. Public Relations Managers are ignorant of journalistic writing.
7. They do not have adequate knowledge of the latest techniques in media trends.
8. Press releases are not delivered on time in the newspaper offices in tune with the schedules of different editions
9. Public Relations Managers give only positive news, while concealing news of negative nature.

4. Principles of Good Press Relations

Better press relations are maintained by PR Managers by practicing certain principles such as good service, honesty, courtesy, frankness, Impartiality, accuracy, helping attitude etc.

1. Good Service

Better service is the *key* to success of press relations. What the press expects is that PR should feed them with the news of public interest. The best way to gain the confidence of media is, therefore, to provide them with press material in the form in which it is published. Newspapers publish news and views in various forms, like news reports, features, letters to the editor etc.

2. Impartiality

Public relations should never develop partiality towards only a few press men. A fundamental principle in public relations is that a P.R. manager cannot favour only one news source, ignoring others or at the expense of other news outlets. When the press men come to know that a public relations manager has given a particular story only to a few favourite friends, the PR, then risks the confidence and goodwill of other news men. As part of good press relations, it is advisable that press releases should be sent to all and not to a few selected ones.

3. Oral request for publication

It is the practice with some P.R. managers to telephone and ask newspapers to publish their stories. It is interesting to know that once a PR person representing the textile company went to a News Editor with a press note for publication. The PR person after some time asked the news editor to return the press note if there was any difficulty for its publication, so that it could be given to another newspaper. Nothing irritates the media men more than a P.R. manager who goes on requesting the newspapers to publish their stories. If the material is not news worthy, any amount of personal effort in getting it published will be a waste.

4. No Suppression

Once a P.R. Manager working for a fertilizer manufacturing company was asked to suppress the news about the strike of the employees. But the P.R. manager told the management that it was not his job to suppress the facts. Public relations is based on truth. The P. R. manager then suggested that the news about the welfare measures taken by the

company for the benefit of employees, the demands accepted and difficulties in not acceding to other demands of employees could be highlighted instead of prevailing upon the press to suppress the news about the strike. The management readily agreed to the suggestion and the views of the management and the news about the strike were published simultaneously.

A PR manager therefore has no right to ask a newspaper, radio or television to kill a story or publish the way in which the management expects. To any media man, such requests are nothing but a crude insult. It is asking media men, to betray the trust reposed in them by the readers. Such attempts will only bring *ill-will* and not *goodwill* from the press

5. Over communication

It is the practice with some of the PR managers to send press notes regularly, whether they are of news value or not. In fact we live in an era of information explosion and newspapers get endless messages from all over the world either from their own correspondents or news agencies. Against this background if Public Relations managers go on flooding the newspapers with their material of no relevance to readers, it may result in negative relations. One should be very selective in sending press notes. Remember that any over communication is counter productive.

6. Helpful attitude in emergencies

Managements confront with crises, be it a strike, a natural calamity or an accident. In such situations, media men would like to have full details of the incident which has great relevance to readers. An incident, if not handled properly can, at one stroke, mar the reputation of the management built up over many years. Cyclones, rail, road, air and fire accidents are a few to quote. The PR manager must be of great use to the media and extend all possible help to them. The presentation of unbiased facts and full information can prevent a bad situation from becoming worse.

In all crises and emergencies the following *guidelines* may be followed :

- a) Give the media men all the facts you have at your hand promptly and explain to them what the organisation is doing in meeting the crisis.
- b) Establish a control room which could feed the media round the clock.

- c) Explain the measures taken by the organisation to provide relief measures
- d) Explain the losses and the extent of damage.
- e) Explain the preventive measures the organisation has proposed.
- f) The best way to explain the situation would be to invite the media men to the scene of accident and enable them to see for themselves and write stories

7. Press enquiries

Press men often ask PR managers certain information about the organisation. The PR manager must answer all questions promptly and accurately. However, he should be careful in his comments.

If the PR manager does not know the answer, instead of telling the press that he doesn't know, it would be more appropriate to tell the news men that he would check up from the officer concerned and let him know. The PR manager should follow it up and see that the answer is provided as early as possible. This type of helpfulness will help PR in building up long range media relations.

8. Rapport with all

One day when a PR manager visited the news room for handing over a press note, a senior sub-editor indirectly commented "How is that this PR manager who only maintains contacts with the editor has come to the news room". This indicates that PR manager was only in touch with Editor and not the news editor and sub-editors who actually handle the news desk and who really matter in selection of news with all scissors at their disposal.

PR managers generally keep contact only with the correspondents forgetting that there are a number of other news men such as editors, news editors, sub-editors, leader writers, special correspondents etc who matter much in the publication of news. PR managers must establish *direct contact* with all levels of news men. Such contact should be *regular* and not only when you have work with them.

9. No confrontation

Sometimes uncomfortable news and critical news are published in newspapers against the managements. To deal with such situations, highest skill is called for. If there is any criticism about the organisation

in the press, it must be contradicted and corrected in prudent and restrained language. Rejoinders, contradictions of the management are bound to get coverage in the newspapers. Confrontation with the press will not augur well for public relations. We must remember that *"the press fires the last shot"*.

10. Deserve and Desire

While dealing with the subject "press and public relations", a very senior editor of a newspaper advised PR men to remember the dictum *'first deserve and then desire'*. This advice came in the context that the press should be approached only if there is something worth while for publication. In other words an item which has news value automatically deserves publication. This is the best principle of press relations.

5. Government Media

In addition to the press, the PR manager is expected to maintain cordial relations with Government media such as the All India Radio, Doordarshan, Films Division, Press Information Bureau, Directorate of Advertising and Visual Publicity, Directorate of Field Publicity etc. which are charged with the responsibility of giving publicity to the various activities of the Government departments and public sector undertakings. PR managers connected with Government and public sector organisations can get fair coverage through these media units by adopting, by and large, the same principles of press relations.

Inter Media Publicity Coordination Committee

The Government of India have constituted a state level inter-media publicity coordination committee at each of the State capitals with heads of various Government of India media units, Director of Information and Public Relations of the State Government, PR managers of of various Central and State public sector undertakings as members. The senior most officer of the Ministry of Information and Broadcasting stationed in the city will be the chairman of this committee. The committee provides an excellent forum for various PR managers of both the Central and State governments to design and launch publicity programmes in collaboration with the Government of India media units.

Author of the Lesson : **Mr. C. V. Narasimha Reddi**

Assignments

Answer the following in 30 lines each

1. What do you mean by Media Relations? How do you develop good press relations for your organisation?
2. Every PR manager finds himself "the man in the middle", forced to face the dilemma posed by what the management expects him to do and what is required by the editor. Discuss what do you recommend to improve good press relations for your company.
3. What is the role of Inter-Media Publicity Coordination Committee?

BRAOU

UNIT 10 CASE - STUDY

Lesson 22

We have a beautiful city

Let's keep it clean

(A case study in multi - media approach)

In the previous chapters, the art of Public Relations and its tools have been examined. Each tool or medium has its own role to play in any Public Relations process. It is wellnigh impossible for a single medium to reach all the target audience. As a result, there will be a media gap. But, the combination of various Public Relations media will not only bridge such communication gap but also will bring in better results in reaching the Public Relations goals. This is know as *multi-media approach or multi-media campaign*. For example, the aim of Family Planning Campaign is to induce people to go in for planned families and thus control the explosion of population. Several media of mass communication are available to approach and convince the people on this programme. The message of Family Planning cannot be communicated to a large and diversified and anonymous masses spread through out the country with a single medium, say the press or the radio. This is a National campaign to deal with multitude of people and as such it demands *multi-media* approach. However, care has to be taken in employing each medium best suited for this purpose at appropriate stages instead of attempting to press all media into action simultaneously just at the beginning of the Campaign.

Here is a case study in multi-media approach. Hyderabad, the capital of Andhra Pradesh, consists of the twin-cities of Hyderabad and Secunderabad connected by a mile-long tank bund across the Hussain Sagar lake. One of the five major cities of India, Hyderabad's origin dates back to 400 years ago. Mohd. Quli Qutub Shah, the fifth King of Qutub Shahi dynasty, founded this historical city in 1591 as an expression of his love for a local courtesan, Bhagamati. Ferishta, a historian of the Mughal Era, described Hyderabad as a city "*the like of which for beauty and cleanliness is not to be found in the whole of India, East, West, South or North.*"

Located in the middle of the country' more or less equi-distant from the north and the south, Hyderabad is typical of India in many respects- a complete blend of various sub-cultural streams of India. Its population architecture, linguistic composition- to mention a few of its characteristic features- mirror the basic unity that underlines the country's regional diversity. For the North, it is South, and for the South, it is North. Till 1948, Hyderabad was the capital city of the princely State of Hyderabad, which was ruled by the richest man in the world- the 7th Nizam- Mir Osman Ali Khan. In 1956, it became the capital of the State of Andhra Pradesh.

The Municipal Corporation of Hyderabad has been facing certain problems in the realisation of its corporate objectives. These problems have been severely handicapping its smooth functioning.

The Problems

- 1) Due to the increasing tempo of industrial activity and the staggering growth in population, the city has slid down on the count of cleanliness.
- 2) Slums have pock-marked the beautiful face of the city. Over 300 slums have become festering wounds and health hazards. Every sixth person in the city lives in a slum.
- 3) Stray dogs wandered merrily throughout the city, some of them suffering from rabies. Pet dogs were being kept without licence and they were not being vaccinated against the rabies. Everyday, an average of 200 persons were being bitten by stray dogs.
- 4) Footpaths were encroached by petty traders and vehicular traffic in these roads were perilous.
- 5) Beggars suffering from contagious diseases, especially lepers, were at large and patronised by the general public.
- 6) There was a communication gap between the corporation and its citizens regarding all civic problems and programmes.
- 7) There was a lack of understanding of the corporate objectives among its own employees.
- 8) Civic consciousness towards cleanliness had reached a new low.
- 9) Complaints of the citizens regarding civic affairs were receiving scant attention.

In the face of these massive problems, the Municipal Corporation of Hyderabad launched in 1975 a bold and massive Public Relations Campaign, with the avowed purpose of getting the city cleaned up and educating the public of health, cleanliness and civic sense.

Campaign Objectives

The Corporation had the following clear-cut and well-aimed objectives before it when it launched the campaign

- a) Reverse the downward trend in the cleanliness standard of the city and try to improve it.
- b) Rebuild public confidence in the Corporation.
- c) Bring down the incidence of dog bites, persuade citizens to take out licenses to keep dogs and provide facilities for vaccination against rabies.
- d) Increase civic amenities and improve city sanitation.
- e) Launch slum improvement programmes.
- f) Avoid footpath vending.
- g) Remove beggar nuisance.
- h) Bridge the communication gap between the Corporation and the citizens.
- i) Instill a spirit of service in the Corporation employees.

Diverse Target Audience

The City of Hyderabad has a population of over 2 millions. They hail from different culture and linguistic groups. They speak Telugu, Urdu, English, Marathi, Kannada and other South Indian languages. Rich and poor, literate and illiterate co-exist in the city. Some of them live in localities resembling villages. To communicate to such a multi-lingual society with the characteristics of both urban and rural backgrounds, ideal communication tools have to be carefully selected. A majority of the people with the urban background are newspaper readers, radio listeners and television viewers. People with a rural background in the same city do not read newspapers, nor can they afford to buy television.

How, then, do we communicate with such an audience? The Municipal Corporation carefully chose the *right mix of proven communication techniques-both rural and urban to suit the heterogenous composite of both urban and rural audiences.*

Messages

Maintaining ideal public relations with over two million citizens and over ten thousand of its own employees, on a day-to-day basis, posed a *challenge* to the Public Relations Department of the Municipal

Corporation. A multi-media public relations campaign based on persuasive propositions, which in turn were derived from identified problems, was launched by the corporation.

The following propositions provided the theme of the campaign

- 1) *We have a beautiful City. Let us keep it clean.*
- 2) *Let us keep our streets clean, as we keep our homes clean.*
- 3) *Footpaths are for us to walk on, Let us not encroach them.*
- 4) *Dogs are man's best friends. Let us protect them against Rabies.*
- 5) *We must help beggars. Let us do it through the Beggar's Home.*

Media-mix

The media-mix was *elaborate* and *extensive* since the message had to reach every part of the city and every section of the population. It included newspapers, magazines, exhibitions, hoardings, radio, film, cinema, slides, etc. The three-language formula-Telugu, Urdu and English-was adopted in view of the *multi-lingual target groups*. Like the Indian 'mixed economy', the Corporation adopted a mixed communication policy, combining the features of rural and urban communication, to suit both the rural and urban audiences.

Hoardings

About 50 huge and impressive hoardings with catchy messages came up in every part of the city.

Press

All the newspapers published from Hyderabad carried educative slogans either on the front page or inside pages for a period of four to six months. They did it free of cost as their contribution towards a public cause.

Radio

The Nagaravani (Voice of the City), a Sunday feature of the All India Radio, Hyderabad, became the voice of the Municipal Corporation. The programme highlighted a wide range of civic problems every Sunday at 9.30 A.M. In fact, it became '*Civic Time*'. Nagaravani covered various aspects of civic life like births and deaths, building by-laws, lung space, property, tax, etc. Citizens tuned in their radios for information on civic issues and to get their doubts cleared. The radio also organised a

unique programme. '*Radio visits slums*', to ventilate the slum problems. In short, radio became a *forum* for getting civic problems redressed and it brought the Corporation officials and the citizens on a single platform.

Films

The Corporation, besides screening films with civic themes, produced and exhibited movies of 4-minute duration '*Avoid garbage*', '*Street encroachment*', '*Dogs are man's best friends*', '*Let's paint our city green*' and '*War on mosquitoes*'. They were very popular.

Song and Drama

Traditional media like burrakata, mime drama, kavi sammelan, mushaira were also used as part of the campaign.

Campaign for Slum Areas

Illiterate slum dwellers constitute over one sixth of the total population of the city. A separate campaign, specially drawn up for this particular audience, was launched in collaboration with various media units like the All India Radio, Films Division, Song & Drama Division, Directorate of Field Publicity, Mass Media Unit of the Family Planning Bureau, Department of Information and Public Relations, etc. Oral communication, traditional media, film and radio were extensively used in this campaign.

Negative Feedback

The campaign in the initial stage drew an adverse feedback from the public as well as from the media. There were editorial comments in the newspapers while quite a number of citizens gave voice to their opinions and reactions through the column '*Letters to the Editor*'. Streams of letters poured into the office of the Corporation each day, giving vent to specific grievance - all passing caustic comments against the campaign as being the Corporation's gimmick to pass the buck on to the public. A few were cynical in their reaction. Even some of the Corporation officials did not like the campaign, since with the increase in the number of grievances reported their responsibilities had increased.

In an Editorial, the Skyline commented '*Propaganda and Education are two different things and the objectives of the corporation cannot be realised merely by what they think to be catchy slogans and hoardings; It is easy to say uncleanliness is due to lack of civic sense among the population*'.

In a letter to the Editor, the correspondent pointed out 'The slogans in the newspapers and the hoardings perhaps remind the Municipal Corporation of Hyderabad *'Practise before you preach'*, while another letter said 'The motto of the Municipal Corporation seems to be *'Ask not what we can do for you' - 'Ask if you have paid taxes and why don't you pay more?'*

Why?

The local citizens had never before been exposed to such a campaign in Hyderabad City on civic problems, with catchy slogans and imaginative illustrations on huge hoardings, front page advertisements in newspapers, supported by radio spots-all appealing to the people to share the responsibility in keeping the city clean

The campaign kindled never-before public interest in civic affairs. It was their doubt whether the Corporation would rise to the occasion and put into practice what it was preaching.

Practitioners' View

Public Relations Practitioners in the city commented that the campaign did create a new awareness among the public, as was evident from the adverse reaction in the press. However, the Public Relations department of the Corporation was perplexed with the adverse reaction. How did then they tackle this problem? This will be interesting to every Public Relations Practitioner.

Action Projects

To rouse up the enthusiasm of the citizens, the Corporation swung into action and launched a series of civic improvement programmes such as cleanliness drives, anti-encroachment drives, mosquito and malaria eradication programmes, elimination of stray dogs, opening of dog vaccination clinics, slum improvement schemes, modernisation of city public lighting, construction of markets, rehabilitation of pavement vendors, import of capchur-gun for catching stray dogs, project habitat for 13,000 slum families, rehabilitation of 1,000 leprosy patients, planting of 10,000 saplings, widening of major roads, opening of major parks (Indira Park, Sanjiviah Park)-all of which provided the necessary momentum for a concerted drive for a better city.

The city generated 1,000 tonnes of garbage everyday only half of which was being cleared. The Corporation intensified its cleanliness drive. 500 additional hands were recruited to augment the conservancy

staff and new areas which were not previously touched were covered by the conservancy staff. The number of garbage lorry trips was increased from 3150 to 4200, representing 33% increase.

There was a vigorous drive against footpath encroachment. Typical is what happened at Afzalgunj. An average of over 100 lorries, tourist buses, bus chassis, motor bodies were being parked on either side of the road between Afzalgunj Mosque and the Nayapul-new bridge bus stop-thus encroaching 48 feet of the main road, leaving only 24 feet for vehicular traffic and causing great traffic hazards. The Corporation pressed into service a 300 H.P. mobile crane and cleared everything parked on the road margins. Footpath vendors were not only removed, but they were also rehabilitated in the new markets with due financial assistance.

All major roads were likewise cleared and the Corporation received the acclaim of the general public.

Public Assistance Cells

The Corporation established a separate *Public Assistance Cell* with a direct telephone under the control of the Public Relations Department. Such cells were established in each of the six Municipal Circle Offices also. These cells were instrumental in redressing large number of public complaints.

Positive Response

Public Relations Campaign and *service-oriented action projects* such as construction of markets, slum improvement programmes went hand-in-hand. Whenever a public relations or educative campaign was organised in any part of the city, it coincided with the launching of service scheme, enabling the people to participate in programmes. Construction of community halls, sanitation drives, launching of adult education schemes, economic oriented programmes for slum dwellers were launched along with publicity programmes.

The action projects started by the Corporation aroused public interest and developed confidence in the Corporation that it was interested in doing things for the citizens.

Local people appreciated the genuine effort of the Corporation in keeping the city clean. There was a continuous flow of information through all the media on the programmes of the Corporation and duties of citizen which had bridged the communication gap between the Corporation and the public. Even difficulties of the Corporation were

made known to the public. As a result, whole-hearted co-operation was not only extended in the implementation of action-projects, but also in discharging their duties with all civic consciousness in keeping the city clean and beautiful.

Action projects and the sincere efforts of the Corporation in getting the civic complaints addressed on priority basis converted the negative feedback into positive response. This made the Public Relations effort easier. Comments poured in, praising the Corporation.

The Indian Herald in its editorial commented, '*Hyderabad Municipal Corporation's multi-media intensive coverage campaign for the improvement of slum in the twin-cities in the right direction*'.

Evaluation

The Evaluation Study of the Public Relations Campaign of the Municipal Corporation of Hyderabad was undertaken by the Department of Communications & Journalism, Osmania University. It transpired that about 75% of city's population, besides being exposed to the campaign, was educated on the need to keep the city clean. The citizens appreciated the Corporation's efforts to tie up a number of Action Projects with the educative campaign. The several service schemes launched by Corporation were outstanding successes. And the public co-operation towards the Corporation's efforts was overwhelming.

Tangible Results

The campaign was eminently successful in achieving most of the goals it had kept in view. However, they are the results in two areas were tangible and worth mentioning. They are :

Dog bites

The campaign solved the stray dogs problems. In 1974, about 200 persons on an average were being bitten by stray dogs every day in Hyderabad. According to rules, every dog owner in the city is expected to take a dog license every year and the Corporation is expected to make arrangements for providing the vaccine against rabies. But never in the history of the corporation the number of dog licences taken out exceeded 300, although the dog population was estimated at 15,000. As a result of the Public Relations campaign, the number of dog licenses taken out jumped upto 6,000 in 1976. The incidence of dog bites fell sharply from 200 a day in 1974 to 60 a day in 1976. About 71% of the respondents to the Evaluation Study reported of their awareness of protecting the dogs against rabies.

Beggars

The Corporation's attempts in reducing beggary and evacuating leprosy patients also yielded significant results. The Sivananda Rehabilitation Home for Leprosy patients was opened at Kukatpally through the efforts of a voluntary organisation, and 1000 leprosy patients were accommodated there. All facilities for their treatment and rehabilitation were provided. Not even a single leper was found begging on the streets of Hyderabad city. While appealing to the public not to encourage beggary by the lepers, the city had almost been freed from leper beggars. The local newspapers editorially paid *kudos* to the Corporation on this achievement.

Emerges with a new Image

The image of the Corporation in the public mind was rather poor. But the *public image* changed considerably as a result of the campaign and service schemes. The campaign was the *talk of the city* and the people had realised that the Corporation was really working for the public. People still were eloquent about the effectiveness of the campaign and the *all-round goodwill* it created. It was a successful exercise not only from the Municipal Corporation view point, but also from the Public Relations angle. It gave a new *dimension of credibility* and effectiveness to a well-done public relations job. It is a *shining example* of the concept of result-oriented public relations or multi-media PR campaign.

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Lesson 23 **Case-Study of Feedback Aspect in AIR
(with Reference to Special Audience
Programmes)**

Organisation set up

All India Radio is basically a public sector department with its motto- '*Bahujana Hitaya - Bahujana Sukhaya*'. It is under the Ministry of Information and Broadcasting with an accountability to Parliament. At the stations Director is the head of the organisation and various programmes officers assist him in Programme Production. At the Directorate General of All India Radio, Director of Public Relations co-ordinates with the stations and the Directorate. The main job of the Directorate is to inform the Ministry and the Director General about the press comments and Public reaction at various stations. Stations send all the press comments to this Director for compilation.

Individual stations of All India Radio headed by the Stations Director maintain public relations to the utmost extent possible. Its public are mostly the listeners and the artists. The direct contact with the listeners is through letters from them. The weekly replies to the listeners programmes keeps in touch with the *pulse* of the listeners. According to the requests made by them programmes are changed, if they lend constructive criticism. Besides this programme, listeners express their views through '*Letters to the Editors*' in various newspapers. The Audience Research Officer analyses the press comments and the stations remarks are sent to the Directorate and *rejoinder* is given through the press.

Artists and talkers get in touch with the programme staff in day-to-day functioning. Schedules of the programmes are prepared well in advance and the contracts are sent to them atleast four weeks in advance. When the artists attend the studies for recording, the remuneration cheque is given to the artist immediately after the recording. Complaints received from the artist are attended to.

Internal P.R. (Employee Relations)

Besides the external Public Relations AIR maintains internal public relations with its staff. The staff welfare committee known as *Staff Council* meets once in a quarter to discuss various matters relating to the welfare of the staff. Representatives of all Unions meet with the Station Director to express their grievencies. But most of the problems

are to be solved at the Directorate level and they will be referred to the Director General in turn to the Ministry if necessary. Departmental canteen is also being maintained besides the *Akashvani Club* which is a recreation club. Internal and External PR are thus maintained by AIR.

Let us now have a look at the *special audience programmes* and their PR Perspective.

Advisory Bodies

The various Advisory Committees attached to All India Radio advise the Stations on programmes from time to time. The important committee of such nature is the *Programme Advisory Committee* which meets once in six months.

Normally the membership of the committee is fourteen. Station Director is the Chairman of the Committee and the Assistant Station Director is the Member-Secretary. The complexion of the committee is artists, musicians, poets, social workers etc. Recommendations are made by the members are discussed at length and the action taken is informed in the next meeting.

Joint Consultative Panel

The Joint Consultative Panel attached to Industrial Workers Programmes caters to All India Radio Stations of Hyderabad, Vijayawada, Visakhapatnam, and Cuddapah. The members represent various industries and unions from the state. The committee meets once in 3 or 4 months and the deliberation of the committee are circulated among all the four stations for action. Officials from all the stations attend the meeting. The Programme is meant exclusively for the Industrial workers.

Problems

Panel members feel that 12.40 p.m. which is allotted for the broadcast of Industrial workers is not suitable as the workers are at the work-spot. They suggested an audience research survey to be conducted. The stock characters of the programmes at Hyderabad are very popular. It is a family serial broadcast on every Sunday at 12.40 p.m. They educate the listener with all the relevant information regarding the recent industrial legislations and rules. The meetings of the panel are arranged by rotation at all the four stations in the States. For example the suggestion of one of its members was immediately implemented. One of the Labour leader suggested to broadcast a serial on the History of Industrial Movement in India. It got good listening and appreciation from the listeners.

Evaluation

A sample of 296 Industrial Workers of different age and educational groups was interviewed in the survey of Audience Research Unit at Vijayawada.

The main findings of the survey are as below

- a) Only 9% of the industrial workers (27 among the respondents) listen to Radio Plays and the reasons mentioned for the same were non-availability of time with them or not interested in Radio Programmes.
- b) Listening to Industrial Workers Programme is comparatively more among educated respondents.
- c) The rare listeners of the programme expressed their inability to listen to the programme because of their shift in the factories.

Action Points suggested by the Research Unit are as follows:-

1. Though almost all Industrial Workers listen to radio not all of them are aware of the programme for Industrial Workers. The programme should therefore be made more attractive so that the listeners may be impressed by the programme and publicise it among their friends and relatives.
2. Some Industrial Workers especially the young ones are not satisfied with the presentation of the Programmes and the performance of the programme and the performance of the stock characters. It is suggested that the stock characters may be changed from time to time.
3. The industrial workers have shift duties in the factories all of them cannot listen to the single programme regularly. It is suggested to broadcast the Industrial Programme twice in different parts of the day so that industrial workers get the scope of listening to Industrial Programme every day. Hyderabad station has accepted the suggestion and it is broadcasting the programme 12.40 p.m. and 5.30 p.m.

Rural Advisory Committee

Rural advisory committee also meets once in 3 months. Members are nominated by the Director General of All India Radio. The Farm Radio Officer is the Secretary/Convener of the committee. Members from the the rural areas with agricultural background are nominated. Various developmental departments like Agriculture, Animal Husbandary, Forestry

Marketing and the Agricultural University represent the meeting. They suggested programmes for the ensuing quarter. The suggestions are accepted and implemented.

Main purpose of these advisory bodies is to guide the station authorities on various specialised subjects. Experts from the departments render help to chalkout the hardcore programmes broadcast over AIR. Liaison between the various Central and State Departments is maintained by the Farm and Home Unit. Rural listeners' forums used to supply the feedback when the Farm and Home Units were started. The coverage of agricultural programmes in the field also is high. The farm radio reporters of the unit visit various places to get the impressions of the progressive farmers on high yielding varieties etc., It creates awareness among the listeners about the latest varieties and pesticides. With the agrarian complexion of our country this unit has created good public relations.

Evaluation

A survey was conducted by the Audience Research Unit of All India Radio, Vijayawada to study mainly the qualitative aspects of the programmes broadcast for rural audience. Highlights of the survey are given below

1. Majority of the listeners i.e., 8.9 out of ten listeners of AIR Vijayawada do not find any problem in understanding the information provided in the rural programmes.
2. Listeners of Vijayawada would mostly like to listen talks, discussions and interviews in the rural programmes.
3. Other than Radio, the news papers is the source of information of improved agricultural practices to the farmers.

Action Points

In the light of the results of the survey on rural programmes the following action point only was suggested for consideration.

It is suggested to pay more attention to the production of the *Velugubata Programme* so as to make it more interesting and useful to the listeners. It is listened by a comparatively less proportion of listeners of AIR Vijayawada than the other rural programmes. Listeners above 45 years listen to the various rural programmes more regularly than others. Listeners of Vijayawada were asked to maintain the reasons for not listening or rarely listening to the rural programmes. The main

reason mentioned by them was that they were not interested in those programmes. The other reason maintained by some of the listeners were that the time was not suitable for them and they remained engaged in some other work at the time. Rural coverage of news should be improved. Crime, decoity etc which create a public aware should not be publicised. At times very small events are getting disproportionately magnified. Running commentary should be given on all important news events. It should not be restricted to Cricket. Recent news commentary at the time of the sad demise of Smt. Indira Gandhi, Prime Minister of India had a good impact on the listeners.

Family Welfare Advisory Committee

The main crux of the rural folk is on *Family Welfare Education*. The Five year Plans of our country laid stress on the welfare activities and the Rural Advisory Committee represented by the State Medical and Health Department suggests number of programmes to be broadcast to communicate the message of Family welfare goals. To strengthen more stress on the Family Welfare Programmes, Government of India has constituted separate advisory bodies for the family welfare programmes also wherever the Family Welfare Cells are functioning. Representation for Homeopathy, Ayurvedic, and Unani is given on the board.

Among the mass media Radio has been at the forefront in our country in the motivational campaign launched to popularise the small family norm. The significant role it has played over the years and the success it has achieved in breaking the barriers of interpersonal communication on a delicate subject like Family planning, are too well known to be recounted.

The Family welfare cells of AIR are planning programmes with the liaison of the State Medical and Health Departments in motivating the eligible couple. Since it deal with the public and their reactions the programme personnel design their programmes in such a way that people accept the welfare measures.

A field survey on Family Welfare Programmes was undertaken by the Audience Research Unit of AIR Hyderabad in the twin cities of Hyderabad and Secunderabad and 20 villages in Ibrahimpatnam Taluk. In all 469 respondents in the reproductive age-groups in the Urban areas and 200 in rural areas were interviewed for survey. According to the survey report there is a need to popularise the small family norm of two children and a motivational campaign could be mounted on a sustained scale in this regards. The survey reveals that couples are likely to

indulge in experimentation and may unwillingly allow the family size to grow anticipating a son/daughter as the case may be in the next confinement.

Action Point

Action point suggested by the Audience Researcher Officer is interesting to note.

"Programmes stressing the equality of rights, equality of opportunities etc. for men and women and equal cost of bringing up both the sons and daughters should be mounted. It should be stressed that in the present day context, there is little to choose between a boy and girl and irrespective of sex ratio of children their number should not be more than two in a family. The fact that besides sterilisations other aspects like use of contraceptives for postponing child birth in the interests of mother's and children's health or when children are not desired in the family etc., also constitute family planning should be brought home to the listeners."

The survey re-emphasises the fact that Radio is the ideal medium suited to reach people in the radio households and radio programmes on family planning/family welfare programmes has changed from time to time over the years, the central objective of educating and motivating the listeners for accepting small family norm has never been lost sight of.

AIR Hyderabad is broadcasting on its A' Channel in *Doctor - clearing-Doubts programme* entitled *Parishkara Vedika*. This is a weekly programme of 15 minutes duration broadcast on every Saturday night. A majority of listeners who are aware of the programme in both areas feel that the advice given by expert doctor is generally useful. Rural listeners also feel so. The fact that the experts are not easily accessible to the rural people may be one of the reasons governing their views.

Advisory Committee on Educational Broadcasts

With the aim to give support for the primary and secondary school teaching, AIR has started school broadcasts which have wide listening. Synopsis of the lessons scheduled for a year are supplied to the school children in a book form and the children are really benefited. The feedback on the programmes is also good. Recently the Director of Public Instruction, A.P. has issued a circular instructing the schools to purchase Radio sets. Earlier most of the schools did not have the sets and the purpose of broadcast was not achieved.

The Advisory committee for Educational broadcasts of AIR, Vijayawada and Hyderabad meets to prepare the schedule. The State Educational Department also help in preparing the schedule for the whole year.

With the help of the State Centre for Educational Research and Training (SCERT) script for the Educational Broadcasts are given the guide lines to prepare material. Response for the school broadcast programmes is increasing day by day.

Recently the Andhra Pradesh Open University was allotted programmes for its lessons to the students throughout Andhra Pradesh. Short wave supporton Hyderabad B' was provided to them and 3 hours programmes are broadcast per week which is first of its kind in the country provided for Open University. Some of the stations are broadcasting lessons for correspondence courses. It has enriched the PR of All India Radio.

Women Programmes

Do women need a separate specific programme for them? Women have equal right as men. Modern Indian Society makes no distinction between men and women in education, employment and various other activities. Women are found to compete with men in almost all fields of activities and were found to be no inferior to men in such competitions. They constitute half of the human population and are competent to work side by side with men. Then why should there be a separate specific programme for women a section may argue.

Another school of thought clarifies that the physical and mental make-up and the nature of women are distincts from men and they can only fill in the void left by men in the world of human activities and maintain the social balance. Women have therefore to develop their characteristic features simultaniously with the general human development. AIR thus tries to care to this development of woman by broadcasting specific programme for them through its electronic audio medium of mass communication to reach all the women population.

Children Programmes

Similarly childrens programmes are broadcast over AIR. Children are the foundation pillars of a nation and therefore a strong and developed nation cannot be built unless the foundation pillars are made strong. The age 14, is a crucial period for development of the man's mind and body. Thus AIR endeavours to make the development of the children through its audio medium of mass communication to reach all the children population.

The programme officer organises both the women's and children's programmes with the help of compere.

Evaluation

The findings of the Audience Research conducted at Vijayawada are interesting to note.

1. Though all women tune to women's programmes 10% of them never listen to woman's programmes and the main reason given by them is that the programme does not interest them
2. Another reason mentioned by some women for not listening to women's programmes non suitability of time. It is noted from the result of the survey that working women occupy major proportion of non-listeners. Women's programmes are to be adjusted as to suit all women for listening to the programmes.
3. A few listeners are of the view that programme does not yield additional knowledge, it is stereotyped and not topical. Keeping in mind these views more efforts are needed to improve the programme quality.
4. Similarly timings of children's programmes broadcasts on Saturday is not convenient to all children as many of children have school at that time.
5. Jokes, plays and adventure stories may be included more frequently in the programme to make it attractive to children.
6. Film music is the most popular programme among the women and children listeners. 9 out of 10 tune to local stations for film music. Three fourth of women listen to plays and two thirds of women residents listen to news.

Conclusion

All India Radio, the powerful electronic medium maintains good public relations with its listeners as well as the artists and talkers. The feedback to them through letters from the listeners and through the Audience Research Unit is insufficient. Whenever the programme officers move out for the programmes they should get in touch with the cross sections of the people to have good feedback on their programmes.

Advisory Committees recommendations in general are accepted. Members also should take keen interest to suggest concrete suggestions which are easy for implementation.

Author : Dr. R. A. Padmanabha Rao

GENERAL GLOSSARY

Audio	Relating to sound, and hearing.
Audio Cassette	A cassette used for sound recording.
Audio-Visual	Equipment, production and presentation of programmes which use both sound and pictures.
Article	A composition on a particular subject for use in a newspaper article is lengthy compared to a feature
Audience	People who receive messages.
Banner	A headline carried on the top of a newspaper.
Box	An important item published in a newspaper in a box to attract the attention of readers.
Broadcast	A talk transmitted over Radio or T.V.
Cartoon	A drawing used for conveying message in the print media.
Case Study	A process by which the result of a case are made known. A PR case study indicates how certain problems confronting the management were solved through PR techniques.
Channel	An instrument or vehicle used for conveying messages. Every message requires a channel for its transmission to receivers.
Communication	It is a process by which ideas are carried from one person to another. Understanding is an important element of communication.
Communication gap	A gap resulted on account of non-communication of an idea or by not providing required information.
Content analysis	Analysis of messages conveyed to the audience. Analysis is useful to know how receivers are reacting to the messages.
Circulation	The number of copies of a newspaper sold and distributed free per publishing day.
Caption	Explanatory words attached to a picture.

Copy	The term used for the manuscript used in a newspaper or an advertisement.
Cropping	Editing of a picture for publication. Extraneous matter is removed from the picture while cropping a photograph.
Daily	A newspaper published atleast four items a week.
Dialect	A variety of spoken language by the people in a particular region which is different from other forms of the same language.
Effect	Impact of a message.
Electronic Media	Media relating to Radio, TV, etc.
Embargo	Restriction put on the publication of a news item indicating the date and time at which item can be published or broadcast.
Empathy	The ability to put oneself into another person's position; to understand the behaviour of others on the basis of ones own experience.
Exhibition	A public display of things to attract public attention.
Face-to-Face Communication	A process of communication between two people. It enables to get immediate feedback.
Feature	A story highlighting a particular aspect of a subject for publication in a newspaper or broadcast. There can be a feature on the daily life of a beggar.
Feedback	Reaction of the people to the communicator on the messages.
Film Strip	A short strip of film on which individual pictures or stills are printed for projection.
Film	An audio visual medium. The prepared substance on which one takes photographs or makes cinema pictures.
Format	The size and shape of a publication.
Fourth Estate	Press has been described as the fourth estate of the realm.
Guideline	Instruction and suggestions to follow.

Inter personnel Communication	A communication between two or more people
Image	An impression of the people about the organisation
Imprint	The name of the printer, publisher and the place of printing published in a newspaper.
Layout	The plan of a page in a newspaper or in a publication for the purpose of allotment of space for pictures, headings copy etc.
Logo	A symbol.
Mass Communication	A process of communication through which the messages are transmitted through mass media like radio newspapers for dissemination to a large section of the people.
Medium	A channel used for communicating messages. Radio T.V. film are the media. Medium is singular and Media are plural.
Message	Content or matter used for the purpose of communication
Multi-media	Media more than one used in communicating a message to the people.
Masthead	The title of a newspaper printed on the top of the newspaper
News	Information about an event for publication in the newspaper.
Newsreel	A reel of film containing important events for reaching the cinema audience.
Newspaper	Any printed, including cyclostyled periodical work containing public news or comments on public news.
Opinion Leader	A leader whose opinion is accepted by a group of people.
Photo journalism	Dissemination and publication of news through the medium of photographs Camera is the tool of a photo journalist

Press	Concerning to the newspapers, magazines.
Press Conference	It is a get-together of press men and the news source for divulging important news to the press
Public Relations	An art of creating human understanding between an organisation and its publics.
Press Kit	A kit containing press material, photographs, writing material, speeches etc., for distribution to the newsmen.
Press Relations	It is a process of maintaining cordial relation with the press men through honest and useful service provided to them.
Press Release	Information sent to a newspaper for publication in the format of press release.
Public	A group of people within community having common interest. Publics are of different categories.
Periodicity	The time gap between two issues of a newspaper (daily, weekly, fortnightly, monthly etc.)
Periodical	A newspaper published at an interval of week or more.
Word of mouth	Oral communication. Message communicated through the mouth.

ANDHRA PRADESH OPEN UNIVERSITY
Post-Graduate Diploma Course in Public Relations

SYLLABUS

Course II PUBLIC RELATIONS MEDIA

UNIT I MEDIA CLASSIFICATION

- Lesson 1 MEDIA CLASSIFICATION
Public Relations Media - Media Classification Introduction to Mass Media - Functions of Mass Media - PR Media.

UNIT II NEWSPAPERS

- Lesson 2 PRESS - PR MEDIUM
Newspapers - Classification of Newspapers - Contents of a Newspaper - Newspaper reader - Function of Newspaper, Limitations, Impact - Journalism Profession.

- Lesson 3 WRITING FOR PRESS
News - What is it? - Qualities of News - The News report and its parts, headline, lead, body - Essentials of Writing a Press Release.

- Lesson 4 FEATURE, DEVELOPMENT JOURNALISM, SUCCESS STORIES
Article Vs Feature - Necessity of feature - Purpose of a feature - How to write a feature - Contents - Central theme - Exclusive features - Development Journalism - Writing Success Stories.

- Lesson 5 PRESS EVENTS - PRESS CONFERENCE
What is it? - Organising Press Conference - Model - Hints for Chief Spokesman - Press Briefing - Press Reception, Informal get together - Meet the Press.

- Lesson 6 PRESS TOURS
Press Tours? - Types of Press tours - How to organise - Follow up.

UNIT III PROFESSIONAL ORGANISATIONS

- Lesson 7 PROFESSIONAL ORGANISATION - PRESS
Characteristics of a Profession - Newspaper Organisation

- Lesson 8 PR PROFESSIONAL ORGANISATION - INDIAN SCENE
PR Beginnings In India - PR in free India - Public Relations Society of India (PRSI) - Professional Ethics - International Public Relations Association (IPRA) - Growth and Achievements.

UNIT IV PR PHOTOGRAPHY

Lesson 9 PHOTOGRAPHY

Photographic Communication - Photo Journalism - Characteristics of Photograph, Advantages, Limitations - Use of Photographs - Spot News Photo - Photo features - Photo Editing - Caption Writing - PR Manager and Photograph - Do's and Don't in PR Photography - Photo Library - Photo Division.

UNIT V ELECTRONIC MEDIA

Lesson 10 RADIO AS PR MEDIUM

Radio as a PR Vehicle and its significance - Characteristics, Advantages and Limitations, Different types of radio services.

Lesson 11 BROADCASTING IN INDIA

Genesis and Growth of All India Radio - Indian Broadcasting today - Radio audience profile in India - Impact of the Radio on the Indian public.

Lesson 12 WRITING FOR THE RADIO

Writing for the radio - Various forms - Essentials for writing for the radio - Script for a radio talk - Checklists for a radio talk.

Lesson 13 TELEVISION AS A PR TOOL

Television - Its Characteristics and limitations - Comparison of television with other media - Impact of television

Lesson 14 GROWTH OF TV IN INDIA

TV in India - Doordarshan - A New Era - Verghese Committee Report.

Lesson 15 TV PROGRAMMES - PR OPPORTUNITIES

TV Services - PR opportunities - Video technology - Video for PR

UNIT VI FILM

Lesson 16 FILM AS A P R TOOL

Importance of Visual Communication - Characteristics and Advantages - Film and other media - Types of films Film strips.

Lesson 17 PRODUCTION AND EXHIBITION OF FILM

Film making - The Production Team - Cinema in India
Exhibition of films - Impact of films.

UNIT VII EXHIBITION

Lesson 18 PR - EXHIBITION

Seeing is Believing - What is an Exhibition? - Types of
Exhibition - Theme, Design and Exhibits.

UNIT VIII OTHER PR MEDIA

Lesson 19 TRADITIONAL MEDIA

Traditional Media - Various forms - Advantages - Traditional
Media and Electronic Media - Impact of Traditional
Media.

UNIT IX MEDIA RELATIONS

Lesson 20 MEDIA UNITS

The Genesis and Growth of Central Government Information
Service - Functioning of the Various Media Units like
AIR; Doordarshan; Films Division; Press Information
Bureau; Registrar of Newspaper for India; Publications
Division; Directorate of Field Publicity; Directorate of
Advertising and Visual Publicity; Photo Division; Song
and Drama Division; and Research and Reference Division.

Lesson 21 PRESS RELATIONS

Media Relations - Complaints from Press about PR - Principles
of good press relations - Dealing with government
media.

UNIT X CASE - STUDY

Lesson 22 Case-Study-We have a beautiful City-Let us keep it clean.

Lesson 23 Case-Study of feedback aspect in A.I.R. (with reference
to Special Audience Programmes)

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