



Production Of Public Relations Materials

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Internal and External Communication
- ✓ Requirements of Corporate Publications
- ✓ Production of an Annual Report

Production Of Public Relations Materials

Public Relations Communication and Public Relations Material

The growth of an organization depends on its image. In other words, the organization must enjoy a good reputation. This good image or reputation is necessary for the growth of an organization. This image building for an organisation is done through various media of communication. They are Oral Communication, Visual Media, Audio-Visual Media and Printed Word.

A Public Relations practitioner who desires to build up the image of his organization must know the basic principles of persuasive communication. If communication is to change the public attitudes favourably, it should be clear, correct and credible. Otherwise, communication would be futile and meaningless. Again the public relations practitioner must transmit the information about the organisation through to the receiver using various channels or media. Communication is the life blood of Public Relations.

In fact, Public Relations consists of all forms of planned communication, outwards and inwards that is used between an organization and its 'publics'. The purpose of this communication is to achieve specific objectives like neutralising hostility, creating awareness, removing misconception, generating confidence and increasing acceptance leading to more positive feelings.

Internal and External Communication

Generally organizational communication can be categorized as:

- a) Internal Communication
- b) External Communication

Internal communication covers such areas as administrative matters, the morale of the company's employees, their motivation, etc. External communication, on the other hand, refers to the organization's public relations earned with the aim of creating a good image for it. It also covers the business conducted by departments like advertising, customer relations and sales. Thus, external communication includes all contacts an organization has with its various External 'Publics'.

Internal and external communications are inter-linked. An organization's public relations may be good. But it may not succeed for long if the organization's own employees have a low morale and a bad relationship with the management.

Often the management fails to realise that every employee is, in a broader sense a member of a Public Relations and Customer Relations staff. Whatever an employee says about his organisation or its products it carries credibility. Hence corporations aim at instilling in their employees a team spirit and a sense of belongingness through a variety of methods. Employee publications like newsletters, manuals, house journals etc. are a means to keep the employees well informed.

The Printed Word

An organization makes maximum use of the printed word for internal and external communication. This is done by publishing a wide variety of printed literature such as:

1. Manuals; Handbooks; Circulars and Guide books.
2. Annual Reports, Chairman's Speech to shareholders.
3. Internal House Journals; External House Journals; and Employee newsletters.
4. Trade bulletins; Customer brochures.
5. Folders; Brochures; and Pamphlets.
6. Calendars; Diaries; and Pictorial albums.

Broadly speaking publications are meant to serve a specific purpose. They are also meant to target different groups of people or different 'publics'.

Category A : Manuals, handbooks, circulars guidebooks published by an organization generally contain the rules and regulations, administrative procedures, service conditions and the like with which employees must be familiar. This type of publication is meant for the employees.

Category B : Annual Reports and the Chairman's Annual Address to Shareholders are published periodically. They set forth the profit and loss account, financial stability, achievements and progress made by an organization during the period under review. This type of publication is meant for the information of shareholders. Since they have invested their money in the organisation and wish to remain well informed about its financial position.

Category C : External and Internal House Journals and Employee Newsletters are meant for the employees as well as non-employees closely associated with an organization. They are meant to inform, educate and motivate employees and bring them closer and closer to the organization.

Category D : this category includes; trade bulletins and customer brochures. These are meant for the information of regular as well as potential customers of an organization. Publications of this category is responsibility of the Marketing Division of the organization. Their purpose of these publications is highlighting the products and popularising them among its clientele. This is looked upon as part of the organization's sales promotion drive.

Category E : Informative brochures, folders and pamphlets, are also published by an organization . These publications highlight organisations' activities, achievements and future programmes with a view to building up a good public image for itself and its products, gradually. This type of publications is generally used for wide distribution among various 'publics' as part of publicity campaigns.

Category F : Calendars, diaries. Pictorial albums and gift articles are annual publications meant for free distribution among the employees, regular as well as potential customers and members of the public. This is to be looked upon as a gesture on the part of an organization to promote all-round goodwill.

Advantages of the Printed Material

So far we have examined the various kinds of literature an organization generally publishes. Literature or the printed word enjoys many advantages when compared to oral or visual or audiovisual media such as a group discussion or documentary film or the radio or the TV. The printed word is capable of reaching in one broad sweep, almost all 'publics'. It also enjoys a unique advantage, the advantage of permanency-permanency in the sense that a brochure or a manual or a handbook will always be there for information or reference at any given point of time. Information can also be given in great detail. It could be read by any number of people inside as well as outside the organization. The 'Publics' of the printed literature or the printed word are not therefore limited. About a 100 people may read a particular brochure. If the brochure is interesting, more people would read it. But what is said at a group meeting or what is seen in a documentary film show, or what is viewed on the TV is limited to a group of people or employees present on the occasion. The message will reach this group only. It is possible that some from the group may forget the message.

Limitations of the Printed Word

Various media of communication have their advantages as well as inherent limitations. In the case of the printed word, we have studied the broad advantages it enjoys. This, however, does not mean it has no limitation; in fact it has quite a few. In countries where the percentage of literacy is low, the printed word is capable of reaching only to a small segment of the population. Against this wider back ground, we may assume that the reach of the printed word when compared to other media of communication is limited.

Impact of the Printed Word

Now-a-days most of the printed literature of prestigious organizations is in colour. In fact, multi-coloured publications, printed on art paper have become the fashion of the day. Publications carry illustrations, graphics, photographs of products and events. Every effort is made to make the printed literature as colourful and attractive as possible. The printed literature of the right type is capable of evoking an immediate reaction and exercising an enduring impact. Also, it is a permanent record for future reference or dissemination of information.

Planning of Corporate Publications

Corporate publications are the Public Relations tools which by using the medium of the printed word convey various messages to the public. The material is designed and produced on behalf of an organization depending upon its needs and circumstances.

There are many types of corporate publications. It may range from a simple sheet or leaf folder, an illustrated brochure, a regular house journal, an information-based annual Report, a useful Office

manual, a handbook, to even a comprehensive trade journal or a glossy information packed prestigious priced publication like a year book. The format and layout of corporate publications differs according to its function. It may be emphasised here that it is the occasion and the theme that decides the type of publication to be designed and brought out whether it should be a folder or a brochure or a souvenir or a handbook. It should be clearly understood that there are no hard and fast rules regarding the production of various types of corporate publications. This is left to the discretion and judgement of the Public Relations practitioner. His professional competence, experience and budget are the factors that will help him produce the right type of publication for the right occasion at the right time.

The corporate publications should be a reflection of the organisation's culture and policies as they are intended to enhance corporate image.

It is important that such material is direct, clear, easily understood, free from factual errors and spelling mistakes. A lot of methodical planning must go into it. Some of the basic steps will include the following:

1. Copy preparations
2. Full editorial instructions
3. Determining the size of publication and number of copies
4. Choice of paper to be used
5. Selection of type for composing
6. Estimation of size of composed matter
7. Preparing illustration/visuals/photographs
8. Layout
9. Binding style, and cover for booklets/souvenirs etc.
10. Distribution of printed literature.

Copy Preparation and Choice of Type

A brief knowledge of printing, copy preparation, editing, proof reading and layout is helpful to the public relations practitioner even if one commissions specialists for the job.

Preparing Copy: Copy should be a well researched effort; free from errors and thoroughly edited. Paragraphs should not be carried over to the next page. Pages should be properly numbered and end of the copy should be indicated.

Choice of Type Faces: Although there are wide variations in typefaces, the five main kinds of type are - Text, Script, Gothic, Italic and Roman. The printer would have the specimen of book to help one choose the desired type face. Variations of typefaces for headlines, sub Public Relations Materials heads etc., help to obtain contrast.

Illustrations and photographs may need to be scaled to size. Photographs should be cropped aesthetically retaining effective background.

Format of Corporate Publications

The word 'Format' means the size, form and shape in which publications are produced. There is no rigid rule that a corporate publication such as a folder or a brochure should conform to a specific size. In fact, all corporate publications are published in different sizes for the sake of variety. The importance of the theme, the attractiveness of the publication and the budget available are the factors that are generally taken into consideration while deciding the size of a publication. There are various sizes bearing technical names. The following are standard sizes of printing paper from which required sizes for publications are cut.

Standard Sizes of Printing Papers(in inches)

STANDARD SIZES OF PRINTING PAPERS (in inches)				
Name	Broadside	Folio	Quarto	Octavo
IMPERIAL	22 x 30	22 x 15	15 x 11	11 x 7 1/2
ELEPHANT	23 X 28	23 X 14	14 X 11 1/2	11 1/2 X 7
ROYAL	20 X 25	20 X 12 1/2	12 1/2 X 10	10 X 6 1/4
MEDIUM	18 X 23	18 X 11 1/2	11 1/2 X 9	9 X 5 3/4
DEMY	17 1/2 X 22 1/2	17 1/2 X 11 1/4	11 1/4 X 8 3/4	8 3/4 X 5 5/8
CROWN	15 X 20	15 X 10	10 X 7 1/2	7 1/2 X 5
FOOLSCAP	13 1/2 X 17	13 1/2 X 8 1/2	8 1/2 X 6 3/4	6 3/4 X 4 1/4

CHART

Technical expressions used in the above tabulation are explained below:

Broadside denotes that the size stated is the whole sheet.

Folio means that the size stated is one half of a sheet. (Long side is divided by two).

Quarto is one quarter of a sheet (determined by-dividing both dimensions by 2).

Octavo means that the size stated is 118 part of a sheet (Long side of the sheet is divided by 4 and the sheet side by 2).

In the present computer age, the Desk Top publishing system has become almost a household word, at least in the printing world. Its print-support through Laser or Dotmatrix Printers have done wonders in raising the standards of printing and Public Relations departments throughout the world have taken advantage of the DTP system. This system supported by photocopying facility or even by what is known as Xerox offset printing, uses different sizes of paper which are given below (in centimetres) :

Layout of Corporate Publications

The word 'layout' means general appearance of a printed page or display of matter on a printed page. It may contain reading matter, pictures, illustrations like line-drawings, diagrammatic representations, etc. All of them have to be arranged in such a manner so as to give a pleasing appearance. This arrangement is known as 'Layout'. Therefore the layout of corporate publications has to be conceived and executed in a manner that it is attractive enough to compel a reader's attention and also to make a favourable and enduring impact on him. Different types of publications like a folder, a brochure, a manual and an annual report will have different styles of layout.

Unless one is familiar with the principles of design, it is better to take the help of a professional in finalising the layout of the printed matter. Attention must be paid to the optical centre and balancing of illustrations to create interest. Solid masses of type look monotonous and hence a break can be provided by the use of a variation of typefaces for subheadings for better effects.

Kinds of Paper

While understanding the size in which the corporate publication is to be brought out, it is of immense importance to know the quality of paper that needs to be used for different types of corporate publications. For instance, the paper you use for a Manual or a Handbook is different from the one that is used for a House Journal or an employee newsletter, or the paper used for publishing the Annual Report is different from the one used for printing folders or brochures. If the Public Relations practitioner is aware of the kinds of paper available in the market it will benefit him in two ways:

- a) He will be able to choose the light kind of paper suited to the publication.
- b) He will be able to make a cost-effective decision.

Though, many Public Relations professionals feel that this decision is better left to both advertisers and designers of the printed materials, or to the printers themselves, often it has been seen that it gives way to an increased and unnecessary costs. Further, even if you are asked to consult experts in the field, your own knowledge about these things would help you to get the best at the least market cost.

The quality of the paper is judged according to its texture and smoothness, its thickness (weight) and its capacity to absorb ink. Sometimes, when we want to use white paper, we also judge the whiteness of the paper (how well it has been bleached).

The price of the printing paper or card depends on the weight of the same. Therefore, once the format of the corporate publication is decided, the next step is to get a suitable paper and/or card for it.

Depending on the budget allocated for the publication and the print order, the paper can be ordered or the directions given for the printers to use that kind of paper. For instance, most of the corporate giants use high quality art paper for printing their Annual Reports or the Chairman's speech. For cover, the gazed Japanese art card is used, suitable for multi-colour printing.

Requirements of Corporate Publications

Manuals and Handbooks : Manuals and Handbooks of an organization generally contain administrative procedures, office or factory rules and regulations, service conditions, Provident Fund and pension rules and the like, which, the employees need to be familiar with .They are official publications containing authentic information for the guidance as well as observance of employees. With a view to making them up to date, they are revised from time to time. Management always takes great care to make the organization's manuals and handbooks as accurate, authoritative and authentic as possible because they have to stand, on occasions the test of law. As part of induction, a new recruit is given a manual or a handbook. These publications are expected to have longer "shelf-life" than others. The employees retain them for use from time to time. Thus, they have to be produced in better quality paper, in handy format, with rugged binding. Otherwise, the utility of these publications would be reduced.

Annual Reports: An Annual Report is a regular publication of an organization. It usually contains information about profit and loss, assets and liabilities and a resume of activities. These are generally printed on art paper with colourful illustrations pictures and diagrammatic representation. In a publication of this type, care is taken to emphasize the growth trends of the organization. The size of the Annual Report depends on the size of the report itself and also, whether or not, there is a resume of the report itself and also, whether or not, the resume of the activities is given in detail or in diagram format. The larger the number of shareholders and other important publics of the organization are, the greater the print order will be. But at no cost can the quality of the Report be made secondary to its printing costs. That is why some of the best and costliest printers in the country are usually contacted, well-ahead of time for getting the Annual Report published.

The Chairman's Speech:The chairman, at the top of an organization, is its captain and spokesman. He is a captain in the sense, that he leads the organization with his special knowledge or skills. He is also its spokesman in the sense that he develops the policies and programmes of the organization with a tone of authority. Thus his speeches on occasions like the share-holders meeting or inauguration of a new product or launching of foreign collaboration, acquires considerable importance. They are, therefore, printed and circulated among the various 'publics' to project the image of the organization. It is for this reason the good quality paper is usually used and is given as much importance as the Annual Report. As the Chairman's speech is also important for the Press, it should also reach the media persons.

Books: Books are increasingly being used as public relations media. Business houses may use them to tell their success stories or for biography of their distinguished founders. They may be used to convey the spirit and personality of the organisation e.g. the history of the Ford Motor Company brought out in three volumes was highly acclaimed by reviewers and further enhanced its reputation. Such books may be priced publications particularly when they are useful to the reader. The Cadbury's Bournvita Quiz Book, Limca Book of Records are such examples. At times, an organisation may also demonstrate its commitment to arts and crafts by bringing out books on such themes.

House Journals: Now-a-days, well established organizations publish house journals. A house journal, in a broad sense, reflects the concern of the management in the welfare of employees, their safety, service conditions, security and the like. It also promotes the employee management relationship both enjoying the resultant benefits.

There are two types of house journals. Those meant for employees are known as "Internal House Journals". Organizations interested in maintaining close liaison with their regular and potential customers, share-holders, dealers, etc.--who are different from their employees publish house journals that are known as "External House Journals".

Only organizations which have a more number of employees, dispersed in various divisions, sometimes even in different states, require to publish both an internal and external house journal. However, it is usually noticed that the internal house journal is given less attention than the external house journal, when both are published. The usual reason given is that external journal goes to important publics, including shareholders, investors, dealers, government officials, MPs and MLAs, and some even to target publics abroad

However, care should be taken to see that such a marked difference does not appear in printing of the two publications. Good quality paper should be used for internal house journals as well thereby giving no room for any complaint of discrimination. That's why; many big organisations opt for a single house journal for both target publics.

Employee Newsletters: Organizations that do not publish house journals find a good substitute in what is known as 'Employee Newsletters'. An Employee Newsletter is a modest publication, modest in the sense that it contains a limited number of pages, say, four to eight pages, and a few pictures and illustrations. Generally Employee Newsletters are printed in a single colour. These newsletters have multiple uses and therefore glazed newsprint is often used.

Trade Journals:A sales promotion campaign is one of the vital activities of an organization to accelerate its growth, often this is sought to be achieved by the publication of trade journals. They highlight the organization's trade, diverse products, their wide range, variety, excellence and the like.

Folders:A folder is a simple type of publication. Generally it is oblong in size, the width and length may differ from folder to folder. It is printed on either side of the sheet and then folded, in such a way that it will be easy to read and convenient to keep. Reading matter will not be lengthy because a folder is generally meant for people who do not have much time to spare for printed literature. It may be illustrated or just printed running matter. However, colourfully illustrated folders have become the fashion of the day.

Broachers: A Brochure is a booklet with a limited number of pages. It can be in a single colour or in multicolour. Brochures carry distinct, colourfully printed covers that attract the attention of the readers.

Calendars and Diaries: Organizations interested in maintaining good relations with their regular and potential customers in addition to the members of the public, print calendars, diaries, engagement pads, etc. Publications of this type cover a wide range. They are mostly gift material for distribution with a view to enlarging the areas of goodwill towards the organization and its products. They are costly productions. Generally they are distributed for extending new year or festival greetings.

Illustrations in Corporate Publications

Illustrations like sketches, graphs, charts and photographs are important for any publications.

Photographs: One of the main visual aids-can be a very effective Public Relations tool. The written or spoken word may take time to make an impact. But a good picture is capable of making an immediate impact. Photographs may be of personalities, news events, machinery, or products, etc. A bunch of photographs, six or ten, on a single theme or an event can be used as a photo montage to present a significant news story or to highlight an important event. This is always accompanied by a short write-up printed alongside it on the same page. Because of the large space required by a photo montage, it is usually reproduced as a centre-spread in a publication. It is perhaps, needless to add, that the impact of a photo montage is greater than that of individual pictures. The services of industrial photographers can be sought for excellence.

Again, graphic representation like bar diagrams, rectangle diagrams, pie diagrams or picture diagrams, etc., has a significant role to play in corporate publications such as Annual reports, the Chairman's speeches. Where as in Public Relations brochures, Trade journals, etc. the Public Relations practitioner may have to reproduce a lot of statistical data to illustrate a view-point or to highlight healthy trends in the growth of his organization. This is best done by graphic representation where a comparison is drawn to enable the 'publics' to draw their own inferences. It will be obvious that photographs are not a substitute for graphic representation and vice versa.

Colour Transparencies

In order to generate greater appeal, printed words can be supplemented using colour pictures. In general publications, newspapers and periodicals, pictures used may be either in black and white or in multi-colour. The Public Relations practitioner can commission professional photographers to supply the required colour transparencies to get the job done satisfactorily.

Sketches and Line Drawings

Sketches and line drawings are also used as illustrations in corporate publications. Such illustrations are generally used in folders and brochures which may not have much space for photographs. Illustrations may be used in brochures to explain the product features.

Illustrations like logo, insignia, trade mark, motto, crest, etc., are now being designed on computers through the CAD (Computer Aided Design) system. The DTP system has now come in handy in designing these illustrations.

Production of Corporate Publications

In order to convey the message effectively to the target audience, corporate publications produced by the Public Relations practitioner should be comprehensible as well as attractive. In other words, they should be written in a popular style and printed in a colourful manner. Today, the style of writing that is popular with the reader is the journalistic style, the style that one comes across in newspapers and periodicals. As such, experienced writers or professionals are commissioned to write the text. Again, if the publications are to be attractive, its format and layout should be especially well designed. In this case, any experienced layout artist or any good agency will do the job satisfactorily. Further, the printer should also do a good job to make the publication attractive. He should, therefore, leave no stone unturned to use quality printing processes and techniques that, in turn, would give commendable results. It will thus be seen that an effective publication is the result of a harmonious combination of good write up, good format, good layout and good printing, and quality paper.

Production of Folder

A folder is the simplest of corporate-publications. It is the simplest in the sense it will deal with only a facet of a theme. It is a single sheet of printed matter with one or more Folding but not stitched. Its format and layout are also simple as compared with the brochures. For instance, its size will be modest and the layout done in an easy-to-read style.

A folder enjoys many inherent advantages, the most important among them being that it could be read in a short time and its message is comprehended quickly.

A folder can be brought out in convenient sizes by using art card or art paper. In case white paper is preferred for printing, tint could be used with advantage. The tint, hue or colour selected could be used uniformly on all the folding pages or different tints for different folds could be used. The later method is the fashion of the day, giving a very attractive appearance. Text is overprinted on the tint. The choice of illustrations in a folder needs great care since its size cannot accommodate too many illustrations. It follows, that the number of illustrations may have to be kept to a minimum. In view of this, the Public Relations practitioner will have to decide on a very limited number of illustrations, say one on each of the folds. The theme of the folder will decide the type of illustrations to be used. However if there are statistical data to be highlighted, diagrammatic representation is most desirable. If the diagrams are overprinted on tint, the layout of the folder will be very pleasing in appearance.

However, care should be taken to ensure that the tint used does not dominate the printed matter. Since a folder is a simple publication, the lay-out is kept simple, in an easy-to-read style. The first fold or page could carry the title with border on all four sides; or perhaps the reading matter may be printed from the

first page itself, with the title as the heading. Placement of illustrations could be at the top or at the bottom.

Production of a Brochure

Now-a-days the words 'brochure', 'pamphlet' and 'booklet' are all used in an identical sense to denote a small publication of say 24 or 32 pages. The Public Relations practitioner has to bring out regularly brochures to project the image of his/her organization, through the medium of the printed word. Broadly speaking, the theme of such brochures will be the organization, its product or products and its development. In addition, related aspects of these hardcore subjects could also constitute the theme of brochures. They can be brought out in a routine way as well as on special occasions. Such as for instance the inauguration of a new plant.

Brochures could be of different sizes. It may be stressed here that the size of a brochure is decided according to the theme and the occasion on which it is proposed to be published. If the theme is very important and if the occasion is very significant to the organisation, then the Public Relations practitioner may have to decide in favour of a bigger size and more number of pages. On the other hand if the theme is of a routine nature, the size need not necessarily be bigger. As a rule a brochure or a pamphlet or a booklet will have only a limited number. Generally we draw a distinction between a brochure and a book by the number of Public Relations Materials pages they carry. If the number of pages is more than 64 we call it a 'book'. the Public Relations practitioner decides about the number of pages by taking into consideration the volume of matter and the number of illustrations that should be used in the proposed brochure. A basic fact that a Public Relations practitioner has to appreciate is the scope that a brochure offers for the use of different types of illustrations with advantage. These could be black and white or with coloured photographs or could contain diagrammatic representation or perhaps a harmonious combination of them. Considerable attention has to be paid to the choice of paper. Now-a-days most of our public and private sector organizations bring out brochures on art paper to maintain a prestigious image. However, the usual approach is to use art card of higher poundage (thick) for cover and art paper of lower poundage (thin) for inner pages.

If the brochure is to be attractive, its cover-as a rule- should be as colourful as possible. Now-a-days almost all the brochures brought out by our private and public sector organizations do have multi-coloured covers. In this respect the off-set process can give very satisfactory results. If necessary, the advice of the printer or the ad agency could be availed to make the cover as eye-catching as possible.

Production of an Annual Report

An annual report sets forth the financial position of an organization. As such, the report throws light on its profit and loss and financial transactions. In view of this, organizations, in general and their Public Relations departments in particular spare no effort to make their annual reports a prestigious publication by ensuring that their contents are rendered very informative and their production quality most commendable. Therefore, the format and layout are conceived and executed in most attractive way.

Now-a-days, most of the annual reports carry colour pictures to make an enduring impact on the publics. Annual reports offer wide scope for diagrammatic representation. Such diagrams will quickly convey the sound financial position as well as the healthy growth trends of the organization. Hence diagrammatic representation should be printed in prominent positions in an annual report so that they could easily attract the attention of the publics and enjoy the importance they deserve. Usually, this is achieved by printing them in the second and third covers of the report. Photographs for this purpose should be selected with the greatest care and printed on art paper of heavy poundage to give the best possible results.

Production of Manuals and Handbooks

Any organization wants to keep its employees well informed about the rules and regulations, administrative procedures, service conditions, pension and provident fund rules, medical benefits and re-imbursements etc., all dealing with the administrative and security of the employees. The organization, therefore, brings out periodically, manuals or handbooks. They are compiled in the concerned administrative cell or section which alone is competent to do a job of this nature satisfactorily because of its specific duties and special knowledge. When the compilation is over, the Public Relations section is approached to take charge of its printing. Broadly speaking, the format of office manuals or handbooks is of a standard size, neither very large nor very small. In view of the nature of the publication, pictures as a rule are avoided. However, illustrations in the form of job charts or organizational set-up and the like could be included, ensuring that they are relevant to the text. Body matter may be set or composed with one side indent (left side) leaving wide margin for side or sub-headings etc., in the way in which statutory Acts are printed. This is the general approach. In this context, one vital aspect may have to be stressed. The manuals or handbooks are to be revised periodically brought up to date and published with a prominent indication to this effect on the cover itself.

Production of Calendars and Diaries

A new year opens with an unusual rush for diaries and calendars. This continues for a couple of months. Organizations, companies, firms, commercial institutions and the like that are desirous of enlarging the area of goodwill and stepping up their own popularity and that of their products print colourful calendars and new-look diaries. The later contains general information useful to the public or specific information relevant to the organization. In most cases, they contain both. As such, in the former category, Post and Telegraph information, scales of Income Tax, Wealth Tax, etc, are included.

There are wall calendars, tear sheet calendars and three-in-one type calendars. The last mentioned one namely a sheet containing not only the current month but also the preceding and succeeding month has become the fashion of the day. Now-a-days, most of the organizations prefer to print calendars of this kind. Prestigious organizations print pictorial calendars noted for their production Values. Since their production needs technical knowledge, the Public Relations practitioner is well advised to commission local ad agencies to design them, incorporating whatever innovation he wants.

Producing a House Journal

Producing and distributing a house journal needs the following steps :

1. Registration of the house journal with the Registrar of Newspapers ;
2. Fixing of printing press;
3. Choice of paper for use in the production of the House Journal;
4. Securing of postal concession; and
5. Compilation of a general mailing list.

CCTV, Video and Cable TV for Public Relations

CCTV (Closed Circuit TV) has been in use in many organisations, more as a measure of entertainment, or for making official announcements. The Video boom has resulted in Public Relations departments making use of state-of-the art video cameras to produce Public Relations films, for in-house and even for community-viewing among select audience. But, the greatest opportunity is being presented by Cable TV where Public Relations professionals can get their message through to their target audiences on a location-specific basis. The three important rules for making Public Relations programmes for Cable TV networks or going to them with a Public Relations story are:

- Know your programme
- Know whom to contact
- Work out your Public Relations idea thoroughly.

It is important to remember the Cable TV is an intimate, local and visual medium. Therefore, and Public Relations story that is going to stand a chance of being used must have a strong visual angle accompanied by a strong story line. Filming offices, factories or men in suits talking together about your organisation will not be enough normally to persuade a Cable TV operator to telecast your Public Relations story to his audience. You must come up with something original.

Finally, Cable TV deals with masses of different and varied audiences. You need to be sure that you are reaching the people you want to through this medium. For instance, if you want to tell people that your company is conscious about the environment, then you have to make a programme that is not only

entertaining but informative to the Cable TV viewers rather than just try to generate free publicity for your company.

Further Reading:

- ✓ *Running a Public Relations Department, (2001) By Mike Beard*
- ✓ *Handbook Of Advertising Media And Public Relations, (2005) By Deepak Gupta*
- ✓ *Strategic Planning for Public Relations, (2013) By Ronald D. Smith*