

  
**Public Relations**  
**(BAJMC-204)**  
**Unit – 4**  
**Corporate Communication**  
**By**  
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**2024**

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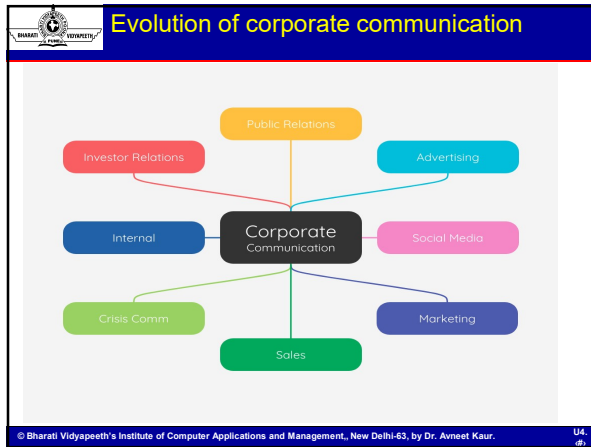
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 **Evolution of corporate communication**

- Communicating to hundreds, sometimes thousands, employees within an organization is no small feat. This challenge is further complicated in organizations with a global presence, where corporate headquarters is responsible for delivering the same message to satellite offices in geographically dispersed locations. But it's not enough to just create the message.
- Large industrial corporations that emerged during the Industrial Revolution in 19th century in USA, UK, and later on in the Western World required professional communication officers to handle publicity and promotions.



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**Evolution of corporate communication**

- Industrial corporations hired publicists, press agents, promoters and propagandists for their communication campaigns. During that period many of their campaigns, advertisements and press releases were so exaggerated to the point that they were outright lies.
- The age of unchecked industrial growth ended over a period of time. By the beginning of 20th century many organizations faced new challenges to their established ways of doing business. Investigative journalists exposed scandals associated with power, capitalism and government corruption

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**Corporate Communication and Public Relations**

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**Corporate Communication and Public Relations**

**Public Relations**  
vs  
**Integrated Marketing Communication**

Comparison Chart

<p><b>Public Relations</b></p> <p>PR helps to build mutual trust of communication between the organization and its public.</p> <p>The role of PR is to shape an organization's image in front of the public.</p> <p>PR is the face of an organization and is the specialty of building trust and maintaining integrity.</p> <p>PR tools include newsletters, annual/semi-annual reports, brochures and catalogs, trade shows, events, and social media.</p>	<p><b>Integrated Marketing Communication</b></p> <p>IMC is how communication tools can be utilized by organizations to coordinate their marketing efforts.</p> <p>The purpose of IMC is to build relationships between an organization and its customers.</p> <p>The objective is to ensure the right message reaches the right audience at the right time.</p> <p>IMC tools include advertising, PR, sales promotion, direct response marketing, sponsorships, and social media.</p>
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**Corporate Communication and Public Relations**

- **Scope and Focus:**
- **Corporate Communications:** This field encompasses a Broader range of communication activities within an organization. Corporate communications is concerned with maintaining consistency in messaging and ensuring that communication aligns with the overall business goals.
- **Public Relations:** Public relations is more focused on managing the relationship between an organization and its external stakeholders. This includes building and maintaining a positive image, managing media relations, and handling public perception. Public relations often involves creating and implementing campaigns to influence public opinion and promote a favorable view of the organization.

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**Corporate Communication and Public Relations**

- **Function:**
- **Corporate Communications:** Functions of corporate Communications may include managing internal newsletters, intranet, executive communications, employee engagement, and crafting overall communication strategies for the organization.
- **Public Relations:** Public relations functions involve creating and maintaining positive relationships with the media, managing press releases, organizing events, handling crisis communication, and promoting a positive public image.



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**Corporate Communication and Public Relations**

- **Audience:**
- **Corporate Communications:** The primary audience for corporate communications includes both internal and external stakeholders. It is concerned with maintaining transparency and consistency in communication within the organization and with external parties such as customers, investors, and the general public.
- **Public Relations:** The main focus of public relations is on external audiences, including the media, customers, investors, and the public at large. Public relations professionals work to shape public perception and manage the organization's reputation in the eyes of these external stakeholders.

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**Corporate Communication and Public Relations**

- **Timeframe:**
- **Corporate Communications:** Corporate communications often involves both short-term and long-term communication strategies. It is focused on maintaining consistent communication over time to build trust and understanding among both internal and external stakeholders.
- **Public Relations:** Public relations may involve more short-term, campaign-based activities, such as promoting a specific product launch, managing the fallout from a crisis, or handling a particular event. However, long-term reputation management is also a crucial aspect of public relations.



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**PR PITCH**

- A public relations (PR) pitch is a concise and compelling communication aimed at persuading journalists, influencers, or other media professionals to cover a story about your company, product, or event.
- Crafting an effective PR pitch is essential to grab attention and generate interest in what you have to offer. Here are some key elements to consider when creating a PR pitch:



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**PR PITCH**

- **Clear and Compelling Subject Line:**
  - Start with a subject line that grabs attention and clearly conveys the essence of your pitch. Keep it concise and engaging.
- **Introduction:**
  - Begin with a brief introduction that provides context for your pitch. Clearly state who you are, the organization you represent, and why the information you're presenting is newsworthy or relevant.



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PR PITCH

➤ **Hook or Angle:**

- Clearly articulate the unique angle or hook of your story. What makes it interesting, timely, or different from other stories? This should be the main selling point of your pitch.

➤ **Relevance to the Outlet or Journalist:**

- Demonstrate that you have done your research on the journalist or media outlet you're pitching to. Explain why your story aligns with their audience and coverage area.

➤ **Key Details:**

- Provide essential details about your announcement, product, event, or news. Include relevant facts, statistics, or quotes that support the newsworthiness of your pitch.

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PR PITCH

➤ **Visual Elements:**

- If applicable, include visuals such as images, infographics, or video links that can enhance the storytelling aspect of your pitch. Visuals can make your pitch more engaging and increase its chances of being picked up.

➤ **Call to Action:**

- Clearly state what you want the recipient to do next. Whether it's scheduling an interview, requesting more information, or expressing interest in covering the story, provide a clear call to action.

➤ **Conciseness:**

- Keep your pitch concise and to the point. Journalists are often busy, and a clear, succinct pitch is more likely to be read and considered.

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PR PITCH

➤ **Contact Information:**

- Include your contact information, including a phone number and email address, so that journalists can easily reach out to you for additional information or to schedule interviews.

➤ **Follow-Up Plan:**

- Mention your availability for follow-up discussions or interviews. Respect journalists' timelines and offer to provide any additional information they might need.

- Remember that personalization and relevance are key when crafting a PR pitch. Tailor your pitch to the specific needs and interests of the journalists or outlets you are reaching out to. Building relationships with media professionals over time can also enhance the success of your **PR pitches**.

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**PR Campaign**

- A public relations (PR) campaign is a strategic and organized effort designed to manage and shape the public perception of a company, brand, product, or individual.
- It involves a series of planned and coordinated activities with the goal of achieving specific communication objectives and building a positive image.
- A PR campaign typically integrates various communication channels, such as media relations, social media, events, and content creation, to convey key messages and engage target audiences.
- The campaign may focus on promoting a new product, addressing a crisis, enhancing corporate reputation, or supporting a broader marketing initiative.

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**PR Campaign**

Successful PR campaigns are characterized by a well-defined strategy, clear messaging, and the ability to adapt to changing circumstances. They aim to establish and maintain mutually beneficial relationships between the organization and its stakeholders, fostering trust, credibility, and positive public perception.

Campaign aim

Your Campaign

What it's about      Target Audience

Channels      Duration

**9 Steps to Create Effective PR Campaigns:**

#1 Set a Clear Goal	#2 Choose the Target Audience	#3 Come up with the Campaign's Idea
#4 Stay on your Competitors	#5 Select the Best Channels	#6 Ask for Early Feedback
#7 Run Your PR Campaign	#8 Do some Follow-Up	#9 Measure the Results

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**PR Campaign**

The uses of PR campaigns are multifaceted and diverse, addressing various organizational needs:

- **Brand Building:** PR campaigns contribute to the establishment and reinforcement of a positive brand image, helping differentiate a brand from competitors and creating a lasting impression in the minds of the audience.
- **Crisis Management:** In times of crisis, PR campaigns are crucial for managing and mitigating reputational damage. Effective communication during crises can help rebuild trust and maintain stakeholder confidence.
- **Product Launches:** PR campaigns are often employed to generate buzz and excitement around new products or services. They aim to create awareness, interest, and positive perceptions among the target audience.

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**PR Campaign**

- **Media Relations:** Building and maintaining relationships with the media is a key component of PR campaigns. Regular engagement with journalists and media outlets helps secure positive coverage and enhances an organization's visibility.
- **Corporate Social Responsibility (CSR):** PR campaigns can highlight an organization's commitment to social responsibility and sustainability, showcasing initiatives that contribute to the greater good and resonate positively with the public.
- **Employee Relations:** Internal communication is a vital aspect of PR campaigns, fostering a positive relationship between the organization and its employees. This includes conveying company values, updates, and fostering a positive workplace culture.

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**PR Campaign**

- **Public Affairs:** PR campaigns in public affairs aim to influence government policies, regulations, and public opinion on issues relevant to the organization's interests.
- **Thought Leadership:** Establishing key individuals within an organization as thought leaders in their industry is another use of PR campaigns. This involves positioning them as experts through media contributions, speaking engagements, and content creation

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