

PUBLIC RELATIONS TECHNIQUES

Contents include : Planning and Management. In house PR departments and PR consultancies; Writing reports and proposals; Managing planned PR programmes; Appreciation of the situation; Determining objectives; Defining publics; Selecting PR media; Budgeting; Assessing results; Media Relations: Role of press office; Writing news releases; Writing feature articles; Presentation of press office; Organizing PR functions and events; Broadcast material and opportunities for PR; Photographs and captions; Working with printer; The Media of Communication: The press; Broadcasting; Overseas Media; Films, video, audio and visual aids; Seminars, meetings and conferences; House journals; Exhibitions; PR literature; Special PR media and techniques; Special Areas of Public Relations: PR and marketing; The corporate image and the corporate identity; Financial public relations; Internal public relations; Crisis management; Sponsorship; Corporate and issue advertising; Political and parliamentary public relations; Pre-selling through market education.

This book will be valuable to students taking the examinations held by CAM. It is also a practical working tool for the PR practitioner.

