**Medias of PR**

**I Print Media:**

**Press.**

National & Regional newspapers, magazines, directories, year books & annual reports etc.

**Printed Material.**

Educational, informative, prestige, promotional, balance sheets etc.

**Direct Mail**.

Personal letters, direct correspondence, mailing information etc.

**House Journals.**

Company newsletters both internal and external.

**II. Electronic Media:**

**1. Radio** -- National, Local, International etc.

**2. Television** – National, Regional

**111. Social Media** --- Facebook, Twitter, Linkdin

**IV. Other Media or Misc Media:**

**Exhibitions**: Special PR exhibitions, Trade & Public shows, trade fairs local and overseas.

**Airships**: Gas filled air balloon ships for promotional purposes.

**Electronic Bill Boards**: New concept & replacements for conventional bill boards.

**Mobile Vehicles**: New type of scrolling computer aided advertisements.

**V. E-PR**

This is the age of electronic communication. It is therefore important to know the different aspects of

developing PR in this sector.

**Your site should not include:**

1. Unnecessary flashy & fancy graphics.

2. Curious backgrounds that reduce text almost impossible to read.

3. A lead page that merely shows your logo or company name.

4. Unclear and useless links or other devices that viewer may not recognize.

**Using Email As PR Tool:**

1. Email is addressed to individuals, who each receive a personally

marked elsewhere.

2. Email is sent to individuals on a list, so that all know who else has

3. Email is posted on web so that anyone who wants to, can download

4. Email is available to be sent to auto responder to anyone who logs

**E - Press Releases.**

A. Start with a bold heading – FOR IMMEDIATE RELEASE.

B. Choose an eye catching headline, short, relevant, truthful & to the

C. Keep the size to maximum of 500 words.

D. Include your web address (URL) for future contact.

E. Use simple & readable fonts.

F. Do not have large attachments.

**Signature Files – The new PR Tool.**

• Simple Messages that conclude all your emails.

• These are seen by every e-mail recipient.

• This keeps your names & concepts in mind.

• Useful & legitimate way of promoting your key purpose.

**E- Newspapers.**

Using website to keep information available.

**VI. Video Magazines.**

Occasional playing of information on video or through interactive CD.

**VII. Notice Boards.**

Controlled notice boards are very effective way to communicate with employees.

**VIII. House Journals**

This is more or less a 150 year old PR Medium or a form of public relations. These have been given

different names like, house organs, employees’ newspapers, company newspapers or newsletters also.

**Types Of House Journals.**

•**Sales Bulletin** – Normally exchanged between a sales manager & sales staff which could even be weekly.

•**Newsletter** – A digest of news for busy employees like management, technicians and also acts as external

communication.

•**The magazine** – This contains feature articles & pictures and its frequency can be monthly or quarterly.

•**Tabloid newspaper** – It resembles a popular newspaper.

•**Wall newspaper** – This is a very useful form of staff communication who are contained in one location

like a factory, a store or a hospital. It will be something like a poster – something like used by Pakistan /

British rail for its stations etc.

**Possible Publics Of House Journals**

**The Trade**…. *Distributors which can be educated about a company and its products.*

**Users**. Formulators*,* designers,& others who could be shown how to use products such as materials,

components or ingredients.

**Professionals**…. To whom Products & services of interest can be described and explained*.*

**Customers**…. Journals issued or sent to customers, generally free of charge.

**Opinion Leaders**…. Those who matter need to be informed.

**Sponsorship**

Being **sponsored means** that a company believes in you and what you're doing and wants to help. ... You **have** a fairly good-sized following, so they approach you **and offer to sponsor you in exchange for promotion** – a video, a link in an article or even a social media status

To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor.

[.](https://image.slidesharecdn.com/eventandsponcership-141204020951-conversion-gate01/95/event-and-sponsorship-7-638.jpg?cb=1417659070)WHY • Sponsorship can deliver increased awareness, brand building and propensity to purchase, it is different from advertising. Unlike advertising, sponsorship can not communicate specific product attributes. Nor can it stand alone, as sponsorship requires support elements.

1. **What To Sponsor?**
2. • SPORTS
3. • ARTS & CULTURE
4. • PUBLICATIONS
5. • PROFESSIONAL AWARDS
6. • EDUCATIONAL
7. • CHARITABLE CAUSES.

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