

PRINCIPLES OF GOOD MEDIA RELATIONS

1. Structure your story

Media relations are verified mode where it produces content succeeding a story form. The important messages are catches the attention and interest of the reader.

2. Use of Five W's

The most straightforward news bulletin writing methods includes What, Where, Who, Why and When. Using Five W's at all times is a good pattern to include all the related evidence.

3. Set a specific goal

A media relation is a series of planned activities which helps the organization and businesses to set a specific goal.

4. Develop relationship

Once the businesses are in a reporter's preference and interests build a long lasting relationship for a long time. Building an honest media relationships strengthen opportunities beyond the network.

5. Set the scope

Media relations are very crucial because it delivers a clear picture of organizational messages in consumer mind.

6. Organizational accountability

The organization should think through itself accountable to all of its various public, internal as well as external. It includes employee within organization, stakeholders, investors, customers and other elements who are connected with organization. In this situation, media is the only way to communicate all these to the public.

7. Targeting selected media

Mostly media relation start with selecting right media channels. A selection of media channels generally depends on the local, regional, national and international media stories are covered and served to the audiences.

8. Voice of community

Media attention and reporting is more significant than other promotional strategies. The effective use of the news media gives an organizations and businesses a convincing voice in the community.

F. Media Analysis and Evaluation

Introduction

Media analysis and evaluation is an instrument used to measure brand or corporate standing. It has developed an essential part of the research, planning and evaluation process used by public relation practitioners. Posting the same information on different media channels would require creativity as well as effective media analysis and evaluation.

Media analysis has backed to the broader evaluation of the businesses and organization. It helps to recognize its environment, statistics and giving advice about how the local people interact with the organization by presenting the representation in the media. So how does media analysis and evaluation take place? Few pointers are given below:

1. Observe all important channels

They also spend number hours on news channel, radio or searching possible trend of market Public relation professionals earlier sit with the newspapers, magazines and other journals. through online searches. In general, public relations professional evaluate all possible sources and platforms otherwise they not able to get the possible outcome and observance after evaluation and analysis.

2. Frame analysis

Frame analysis watches for important subjects inside of writing, and demonstrate howcultural subjects form our understanding of happenings. It explains how parts of the language and news substances highlight certain features and parts.

3. Content analysis

Media content can increase awareness and shape interaction with public. It is the analysis of media content, marking its experience and applying several well-known standards. Normally, it includes the content value and the presence of important messages. It is measured by companies to be one of the most quickening vehicles of mass communication enquiries.

4. Analysis of reported content

An individuality of media analysis is that it reflects both the decent and wicked features of the described content. The favourability evaluation is an indicator of the level to which the reporting helps the side directing the analysis.

5. Learn its importance

In modern times, business can afford benefit from many ways. All communication efforts will fall short of the intended goals and results. Today news channels broadcasting information 24/7 basis. Moreover, online and social media added in to this race or it created more information to the businesses and organization. Analysis and evaluation helps to understand the competitor's strategy, understanding audiences, preventing crisis and others.

6. Discourse of the media

Discourse analysis studies how the social world is established through discourse. In evaluating involvements, practical theorist suggests that it can be obliging to recognize the situations in which an interventions workings or does not work. Generally, in particular how constituents of the interference interact with each other and their setting. It is a social practice in which both are socially shaped. The analysis and reaction may differ depending on the audience. Reactions to both the media and the interference may feed back into media discourse.