OVERVIEW
In this lecture we will look at the most important aspect of public relations i.e. budgeting. We will establish the need for it and its important elements. We will also look at the importance of photography in Public relations and how to use it effectively without it being wasteful.

BUDGETING IN PR
Like any other plan budgeting is very important for a PR program and PR department. Let us discuss what is the need for budgeting?

Why Budgeting

1. To learn what will it cost to carry out a PR Program.
2. Or; to learn what sort of program can be carried out for a given sum of money.
3. Budgeting helps in controlling the program cost.
4. Budgeting provides a discipline for both expenditure & over- expenditure.
5. After completion of campaign, results can be measured against the budget.

Elements of a PR Budget.
– Elements.
• Labour.
  Includes salaries. Biggest component.
• Office Overheads.
  Fixed costs electricity, rent, insurance etc.
• Materials.
  Items like stationery, postage, print, visual aids, and mobile exhibitions stands etc.
• Expenses.
  Out of pocket expenses, expenses of organizing PR events e.g. catering, Public address system, TV, screens, video players, chairs, tents etc.
PR Budget for a large organization.

Following are few of the important expense headings.

1. Salaries  
2. Overheads  
3. Depreciations  
4. Insurance  
5. Press receptions  
6. Staff journals  
7. External journals  
8. Slides  
10. News releases  
11. Feature articles  
12. Radio Tapes  
13. TV properties  
14. Printed literature  
15. Sponsorships  
16. Exhibitions  
17. Photography  
18. Vehicles  
19. Stationery  
20. Postage  
21. Telephone, fax, internet etc.  
22. Traveling  
23. Contingency say 10%

PR & PHOTOGRAPHS

Photographs play a very important role in PR activities.

3 public relations requirements

1. How to tell a story with pictures.  
2. The sort of pictures editors want.  
3. How to work with a photographer.

6 ways to avoid wasteful distribution of pictures.

1. Pictures should be sent to only those publications who are likely to print them  
2. Editors may be phoned & asked if they would like a picture to be printed with the story.  
3. Pictures can be reproduced on the news release, & editors invited to request prints.  
4. If there is a set of pictures then, a sheet of miniatures can be sent enabling editors to choose.  
5. At the foot of the release one can state that pictures are available.  
6. Color pictures should only be sent if requested.
Why Photo Captions?

Without captions the recipient does not know:

- What is the picture about?
- Who sent it?
- Who owns the copyrights?

PR uses of Photography.

- To build a photographic library;
- To provide / supply with press releases;
- To illustrate feature articles;
- As picture stories, sometimes in sets;
- For window & showroom displays;
- For display in seminars, press receptions & other events;
- For display as “blow-ups on exhibitions;
- For illustrating house journals;
- For stills as used in TV studio backgrounds to speakers or during news Bulletins.

How to produce good pictorial material!

- Presentations & handshakes.
- People at work.
- Human interest.
- Large objects.
- ‘Busy’ pictures.
- Perspectives.
- Color pictures.
- Flat or profile pictures.
- Impression of size.
- Name display.