OVERVIEW

Practicing Public Relations is a psychology in itself. We will determine the importance of it and also explain and define various methods of communication. We will also explain the different communication methods for various companies as well.

Psychology of Public Relations

--- Basically the purpose of public Relations is to
      “create understanding & knowledge.”

--- But come what may, the message should be short & simple. As
     for example The word “STOP” is simpler than “Do not move” “or
     Stay where you are”.

How do we communicate?

5 Main methods

1. By words, whether printed or spoken.
2. By sound, such as music or sound effects.
3. By movement, such as action in films, video, TV, or by gestures & body movement.
4. By the use of symbols such as symbols such as identity logos, badges & signs.
5. By the use of colors which have different effects or meanings.
PR FOR UTILITY COMPANIES

Utility Companies & its Public.
Generally following can be classified as utility companies;

A. Electricity  B. Gas  C. Water

In fact all utilities have basically similar approach and problems.

– For utility the word Publics is generally synonymous to Customers.
– Generally, A utility with good public relations is with customer-oriented objectives, sound management & the ability not only to give customers good service but to communicate with them favorably in every way.

Objectives of PR in a Utility company.

– The utility company is well managed & efficiently run.
– The company is always striving to improve its services.
– Its rates are fair.
– It is an honest & ethical company, with no discriminatory practices in regard to customers & to any firm / s dealing with it.
– Company also takes good care of its employees.
– It will help in the improvement of environment.
– It will not indulge in profiteering.
– It will keep its employees informed about its business & better orientation.

HOW PR HELPS UTILITY COMPANIES

– Releases to newspapers & financial journals concerning earnings, refinancing operations, personnel changes & other business news.
– Attractive & informative quarterly reports to stockholders.
– Answering all stockholders queries as promptly as possible.
– Special releases on annual reports & meetings.
– An annual report advertisement.
– Detailed economic analysis & review once a year. Some times statistical booklets are issued separately & sometimes included with the annual report.
Advertising essential for utility companies.

6 reasons:
1. Inform public on the best use of the service. This helps in increasing customer satisfaction.
2. To increase sales of its products.
3. To inform the public about company & its plans.
4. To improve the company image.
5. To encourage area development.
6. To attract investor's money and confidence.

We can always review and check company’s activities. through regular check by following 6 questions.

– What is the company doing now?
– If some practice is discontinued, where was it done before?
– Who is doing it?
– How is it being done; what tools are used?
– What needs to be done?
– Who should do it?