

Management of Media Relations

(Traditional and Social Media)

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PART – I: Good Governance

What is Good Governance?

A Disciple once asked the Chinese Philosopher, Confucius to define a good government
“A good Government” said Confucius, is one which can Feed the People, Provide Adequate Weapons for the defence of the State and which has the Trust of the People”

(Food, Weapons and Trust)

“If you were forced to dispense with one of these three requisites’ said the disciple, ‘ which would you drop?’

“Weapons”, said Confucius

“And if you had to drop one of the other two?”

‘ Food’ said Confucius.

But without food the people will starve, said the disciple

‘ A starving population at least – has the hope that Food will arrive said Confucius. But the people that has lost faith in the Government is a People without a Future’.

Trust of the People is a must for Good Governance

Characteristics of Good Governance – UNDP

The United Nations Development Programme among others, identified Five key characteristics of good governance

- Participation** : All Men & Women have voice in decision making and participate constructively.
- Transparency** : Transparency is built on free flow of Information. Institutions/individuals must have access to public information.
- Responsiveness** : Institutions must serve all stakeholders and respond to their problems
- Accountability** : Executives in Government & Public Authorities are accountable to both individual and institutional stakeholders
- Right to Information Act** : People's access to Information held by Public Authorities.

Shift in Country's Governance

Then

A major operator

A Regulator and Controller

Top-down administration

And centralized decision making

Paper Governance

Traditional Governance
(with Red Tape)

Now

A prudent facilitator of private sector – Provider of Services in social sector

An Enabler-De-regulated policy

Empowering and

ensuring participation from

local administration and

decentralizing decision making

Electronic Governance

Good Governance
with Right to Information

PART – II: Significance of Media

Newspapers without Government

“Were it left to me to decide whether we should have a Government without newspapers or newspapers without Government, I should not hesitate for a moment to prefer the latter”.

*- Thomas Jefferson
the Third US President(1801-1809)*

Free Press

I would rather have a completely Free Press with all the dangers involved in the wrong use of that Freedom than a Suppressed or Regulated Press.

- Pandit Jawaharlal Nehru

Popular Information

A popular Government without Popular Information or the means of acquiring it, is but a prologue to a farce or tragedy or perhaps both. Knowledge will forever govern ignorance and a people who mean to be their own governors must arm themselves with the power which knowledge gives.

-James Madison (1809-1817)

US President

Press as Fourth Estate

“There were three estates in Parliament, but in the reporter’s gallery yonder there sat a Fourth Estate more important than them all”

-Edmund Burke

1729-1797

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- **Press As a Mirror of Society**
 - **Press As a Watchdog of Democracy**
 - **Press Promotes Peoples participation**

Evolution of Media

Alvin Tofler's Three Revolutions

FIRST WAVE

Agricultural Revolution (10,000 years ago)

Human and animal Muscle
Power as Living Batteries for
Energy: Sun, Wind, Water

MEDIA

Face-to-Face

Interpersonal, Folk Art Media, Call
Posts to relay messages by drums

Alvin Tofler's Three Revolutions

SECOND WAVE

INDUSTRIAL REVOLUTION

Early 19th Century

Steam Engine and Wheel for power.
Major Industries Mass production,
Mass consumption, Mass transportation,
Mass communication, public education

MEDIA

Mass Media – Newspapers, Film

Radio, Television, Mass Media became
Giant Loudspeakers for communication &
mass mind

Alvin Tofler's Three Revolutions

THIRD WAVE

INFORMATION REVOLUTION

(MIDDLE OF 20TH CENTURY)

computer, internet, e.mail, communication satellites in the center stage

Social Media: Blogs, Twitter, Facebook

The Death of Distance - Global Village

A **De-Massified Media** – Multi-editions Multi-channels

B- **De-Massified Audience** – De-massified Mind

C- **Information Bomb** is exploding in our midst showering us with a shrapnel of Images

People Believe Media

The Week, National News Magazine has conducted a nationwide poll on the mood of the people when India became 60 in 2007.

To a question- How Much Do You Trust among the given 16 institutions?(From Army, Media, Courts, Parliament to Police)

A majority of the respondents said:

1. **Army** – the First
2. **Media** – the Second
3. **Police** – the last – 16th

People have faith in Media next to the Indian Army

PART – III:

Media Scene in India and Impact of Media

India has both Government media network and private media.

Private Media

- No.of Newspapers (including 14000 dailies) Over one Lakh
- Daily Newspapers 14,000
- No.of Internet Connections 36 crore
- No.of Cell Phone subscribers 120 crore

Telangana State

Newspapers (Including 20 Dailies)	2,000
TV Channels	42
Radio Stations (Including FM Stations)	20
Media Correspondents	20,000

Google Search Engine has estimated that about **1000 crore pages** of information is available on the internet

Media Scene in India

Government Media

• No.of Broadcasting Stations	420
• Population Covered by Radio Signals	99.16%
• No.of Doordarshan Channels	34
• TV Coverage	97% Population
• Media Units of Govt. of India	12
• State Information Departments	29
• Public Sector Public Relations Units	1000

India being the largest democracy has the world's largest public communication network that reaches about 70 crore people with socio-economic messages daily.

Media Impact

What has been the contribution of media in our country? According to one estimate that Indian media must be proud of its role in four major areas of our democracy.

1. **Freedom Struggle**

Indian Press played a significance role in the freedom struggle as a Mission to mobilize the public opinion against the British in tune with the call of Mahatma Gandhi due to which we got freedom. This is an unforgettable role played by the Indian Press.

Contd...



2. World's Largest Democracy

If there is an achievement of independent India which can be described as the greatest, it is the Indian Democracy which is the largest democracy in the world. Being a developing country, we have been able to maintain a vibrant democracy since more than 71 years. This is our greatest achievement. Who is behind this success? The Indian Press has played a glorious part in the maintenance of Indian democracy by sensitizing over 83 crore voters of our country.

3. Global Economic Player

The third greatest achievement of our independent India next to democracy is that India has emerged as a Global Economic player poised to become world's third biggest economy next only to China and USA.

Contd...

4. Polio Free Country

The fourth key contribution of media has been eradication of polio disease with the assistance of 9 lakh ASHAs (Accredited Social Health Activists) of Health Department. As a result not only WHO declared India as a polio free country but also saved the lives of five lakh children who used to become the victims of polio disease.

5. Green Revolution, White Revolution and Blue Revolution

PART – IV:

Media Opportunities for Civil Servants & Media Relations Policy

- Produce a Press Kt
- Issue a Press Release
- Hold a Press Conference
- Organize a Press Tour
- Write or Sponsor a Feature
- Get an Advertorial Published
- Letter to the Editor
- Rejoinder or Clarification
- Backgrounder & Factsheet

Contd...

- News Photograph
- Press Interviews
- Press Enquires
- Press in Crisis Situation
- Commercial Advertisements
- A Source of Feedback Information
- Media Monitoring
- Press Clipping Service
- Complaint with Press Council of India

Media Relations Policies

- **A. Adversarial Relationship Between Media and Bureaucracy Insensitive**

There has been an adversarial relationship between media and bureaucracy because journalists consider bureaucrats are insensitive to problems, manipulate information and suppress negative news to the advantage of their organisations.

Other factors for such misunderstanding include: built in skepticism towards official sources, negative image of bureaucracy, press releases not proficiently written, always colors the material with adjectives and propaganda stuff, boss oriented media relations policy, government lures media with advertisement support.

- **B. Inaccessible**

The Bureaucracy is mostly accused of being inaccessible to the media which is in search of information.

Media Strategy

ITMN Theory of Communication

The media strategy in the Indian context must be based on ITMN theory of public communication.

I :Inter-personal media such as symposia, public meeting

T :Traditional folk media such as music, dance, drama, street plays, songs

M :Mass Media (Traditional), press, radio, TV, film

N :New Media which include computer, Internet, e-mail, Blogs, Twitter, Facebook, LinkedIn, Youtube, etc

Prime Minister & Social Media

- From: Prime Minister Office
- To: drcvn@hotmail.com
- Prime Minister Office: join Live Man Ki Baath on 27th May.
- Having trouble reading this e-mail, view it in your mobile/web browser.
- Hear live on All India Radio network; DD National; DD News; DD Bharat
- Give a Missed Call on 1922 to download the APP or to hear Man Ki Baath

Prime Minister's Social Media

1. samprati.gov.in/pmoffice Deepavali greetings to the people

Social media enable humanized & personalized messages.

2. www.facebook.com/narendramodi

3. www.twitter.com/pmindia

4. www.pmindia.gov.in/en

5. www.MyGovt.in

6. NAMO App of Prime Minister

Prime Minister invited suggestions about topics to be included in his Independence Day message. Over 9000 messages were received.

Features of Social Media

1. Micro Communication Vs Mass Communication
2. Constant Communication 24X7 days
3. Reach Direct to the Target Audience
4. Global Audience
5. Instance Response
6. Audience Feedback
7. Two-way Communication
8. Cost Effective
9. Speed

III-Effects of Social Media

1. Face news about child kidnapping gangs - About 200 people attacked Nagamani, ragpicker suspecting to be a child lifter in old city.
2. Need for sustained awareness campaign
3. DGP's appeal "Don't believe social media rumors on kidnappers."

10 Principles of Effective Media Relations Policy

1. Understand the Media & their requirements
2. Provide newsworthy and trustworthy information of public interest
3. Be accessible 24X7, if necessary
4. Be factual and tell the truth that makes interesting to the readers as an Effective Spokesperson of your department
5. No suppression of News of public interest.
6. Be responsive to the needs of media
7. Be impartial to the media. No favoritism with particular medium.
8. Be helpful in crisis situation. The first order is the issue of official version of media release in crisis situations.
9. Never confront with the media. The press fires last shot. Accept valid criticism contradict invalid criticism
10. Press Council of India option

Media is Hungry for Information you as the source of Information have the Information

Conclusion

Public Perception of Bureaucrat: Read the Book on 'Red Tape'

"A Bureaucrat is a strange creature who sits on his files, sleeps over reminders, stands on his dignity, turns deaf ears to public complaints, smells a rat in every file and ties his hands with red tape".

- L.K.Jha, ICS

First Public Servant of India

The Prime Minister Pandit Nehru once said "I am not the Prime Minister of India, I am the first public servant of India. I never go to the people as a boss but I go to the people as Teacher to find out their problems. Therefore, they listen to me what I say".

Thank you