

public relations

handbook



M. Emamul Haque

Public Relations (PR) makes an organization more effective by developing relations with stakeholders in the internal and external environment that constrain or enhance the ability of the organization to accomplish its mission.

PUBLIC RELATIONS

H A N D B O O K

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FOREWORD

In partnership with Manusher Jonno Foundation, Management and Resources Development Initiative (MRDI) has developed this handbook for public relations practitioners to help develop their skills and capability to deal with the media more effectively.

A clear understanding of PR in the present day world and useful tools for planning and executing media relations programs will definitely help the professionals in their day-to-day activities.

This handbook has been designed through assessment of the PR professionals' needs and based on the experiences of professional organizations in the contemporary media and PR world.

The MRDI-Manusher Jonno initiative will succeed if the guidelines and tips incorporated in this book prove to be pragmatic and really helpful to address the strategic needs of PR practitioners.

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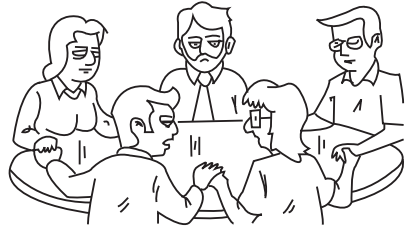
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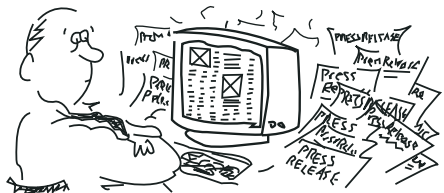
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P R E F A C E

This PR Handbook has been designed to provide professionals handling public relations and communication activities of corporate houses with a practical and readily useable guide to initiate a public relations program. Numbers of professional tips and issues have been extracted from various professional documents.

In paging through the handbook, you will see that the text is supported with a variety of checklists that will provide additional information useful in your public relations work. The handbook explicitly draws on the work and experience of Media and PR strategy development by numerous professional organizations.

The issues and checklists have been incorporated in the handbook keeping the corporate PR professionals' existing need in mind. Through a number of informal and formal meetings with corporate PR professionals and gatekeepers of print and electronic media, PR professionals' major needs and priorities have been identified. Without any deviation from conventional approach media aspects of PR has come out as the most demanding need. This handbook hence intends to address those needs only.

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Public Relations: Concept & Planning

Understanding Public Relations/Definitions

Unfortunately, Public Relations (PR) is still misunderstood by many organizations. Even those who have some understanding of PR wrongly believe that it is just about media relations. Hence the scope of PR is kept limited, its role and potentials are underestimated and its functions misinterpreted. PR is not given its due place at the management system of most of the organizations. Often PR personnel merely work to fulfil the desire of the management without having any say in policy matters. The responsibility of PR personnel should not be confined within campaign and publicity activities. Public Relations is a very specialized job and a PR person must have required knowledge and training to carry out her/his responsibilities effectively and efficiently.

Defining PR

- ◆ Getting along with people. (*Hyatt, 1964*)
- ◆ PR is the management of communication (Grunig and Hunt, 1984) to build a mutually beneficial, reciprocal relationships. (*Cutlip, Center, & Broom, 1994*)
- ◆ "the planned and sustainable effort to establish and maintain goodwill and mutual understanding between an organisation and its public". (*Institute of PR, UK*)
- ◆ Communication management by an organisation, especially as communication managed for the organisation by communication specialists. (*Grunig, 1992*)
- ◆ In one-way or another, PR is the "management of communication between an organisation and its publics" (*Grunig and Hunt, 1984*)

Approach to PR (Models) in Business Literature (Grunig and Hunt, 1984)

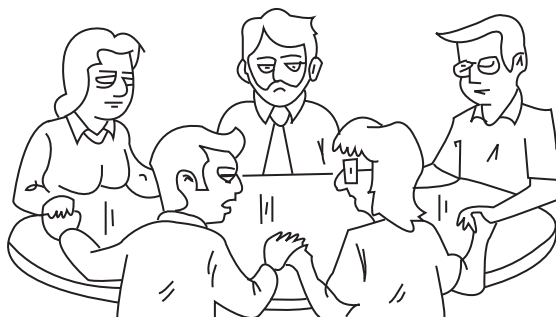
Characteristics of Four models of PR

Characteristic	Press Agency/ Publicity	Public Information	Two-way Asymmetric	Two-way Symmetric
Purpose	Propaganda	Dissemination of information	Scientific persuasion	Mutual understanding
Nature of Communication	One-way; complete truth not essential	One-way; truth important	Two-way; imbalance effects	Two-way; balanced effects
Communication Model	Source → Receiver	Source → Receiver	Source → Rec. ← feedback	Group → Group ← feedback
Nature of Research	Little; "counting house"	Little; readability, readership	Formative; evaluative of attitudes	Formative; evaluative of understanding
Where Practised Today	Sports, theatre, product promotion	Government, non-profit associations, business	Competitive business; agencies	Regulated business; agencies
Estimated Percentage of Organisations Practised Today	15%	50%	20%	15%

Grunig and Hunt (1984) developed a 'Four Public relations Models' to describe the four types of PR which they claimed have evolved through history. The authors use these models to capture the enormous variation in PR practice and to reduce that variation to these four simplified representations.

Different PR and corporate literatures say that excellent PR can make an organization more successful. To do so it must be developed and managed strategically, and must support the strategic objectives of the

organization. It nurtures relationships with key publics (both internal and external) and stakeholders who provide the greatest threats to and opportunities for the organization.



Excellent PR relies on two-way symmetric dialogue between the organization and its publics. It is no longer enough for companies to use one-way communication to inform people or to try to persuade them to believe what it wants them to believe.

In order to be effective, organizations should adopt the Two-Way Symmetric Model of PR. This model is all about a free and equal information flow between an organization and its target audiences, leading to mutual understanding and responsiveness. This may result in either the organization or its audiences being persuaded to change their position.

PR & Advertising

These two terms can easily be confused, and they are not necessarily the same thing. For our purposes, the primary aim of advertising is to increase awareness and persuade while public relations may encourage certain actions, and its primary aim is to inform and create mutual understanding.

In advertisement, the message is under your control. You decide what to say, how much to say, and when to say it. Coverage as a result of PR depends on factors beyond your control. Advertisement gives you guarantee of getting coverage. You have paid for advertisement. You may do your best with PR, but you may still cannot be sure of getting any coverage. Positive PR creates goodwill. Advertisement may create visibility, but it does not necessarily create goodwill.

PR & Marketing

Public relations, marketing and advertising are components of each other. This is why the terms are easily confused. Marketing is the process in which an organization gets its product or service in the hands of the people who need it.

Marketing activities focus on a series of specific points that an organization wants to communicate, known as the "4 P's."

- ◆ Product □ - □the offering
- ◆ Place □ - □where you provide/distribute your offering
□ □ to customers
- ◆ Price □ - □what you expect in exchange for your offering
- ◆ Promotion □ □how you tell your customers about your offering.

Public Relations Planning

Following seven basic steps could be useful for successful public relations planning.

1. Define the objectives of the public relations program

A good tool to define objectives is a brainstorming session. Consider including members of your board. A brainstorming session will lead to the development of public relations objectives on which everyone agrees.

In most of the organizations there are three established objectives:

- a. To promote an understanding and recognition of the work and contributions of the organization (the importance of your products/services)
- b. To enhance the image of your organization in today's globalized society
- c. To enhance the prestige of the organization

2. Define the target audience(s)

Who do you wish to reach with your message? The response will vary, but generally includes primary and secondary stakeholders, academe, related professional associations and the media.

**Develop key
messages for PR
in consultation
with staff/
members directly
involved in
organization's
activities/
operations.**

3. Define the message(s).

What is your message? What do you want to get across to any one of the audiences? Again, the message will vary. Any Public Relations Plan should have a number of key messages.

4. Develop the strategy(ies)

The strategies are a key element of a PR plan. The strategies are used to reach your target audiences and convey your messages, as well as for forming the basis of your public relations plan. An abbreviated list of strategies might include:

- a. Continually develop public relations materials.
- b. Use a broad spectrum of media to convey the message.
- c. Promote your organization as open organization.
- d. Build and develop media contacts.
- e. Work to position your organization as the best source of information (in your field/credibility building) for the media.
- f. Work to position your CEO / Executive Director as spokespersons for the organization.
- g. Coordinate with other staff members.

5. Set goals

What do you want to accomplish? Ideas may include:

- a. Increase visibility for your organization.
- b. Effectively promote organization's programs and services.
- c. Enhance the image of the organization.
- d. Meet the public relations needs of your organization.

The choice is yours--you can make your goals as high as you wish. The key to continuing your work in teamwork is to maintain enthusiasm. Overstated goals can drain a team of valuable energy from trying to reach the stars.



6. Coordinate with other timetables or appropriate people

To be effective in your role as a public relations professional, you must know what is happening within your organization.



The organization's leadership must be committed to the public relations functions and PR role has to be established in the organization. Professionals dealing with PR programs must have communication skills and enthusiasm.

The chief responsibility of the public relations professional, in order to be successful, is to **COMMUNICATE**. Ask questions. You must know what is happening or planned. Beyond getting the information you must build your credibility for obtaining the information you need to operate.

7. Prepare a written plan and timetable

Have a written plan complete with deadline dates. The best plans are yearly, but implement what is most effective given your constraints.

Getting Organized for Public Relations

- a. If you are the public relations Focal person, form a committee to develop and coordinate

public relations activities. In most of the organizations PR Focal deals with too many issues. So it is always better to have a number of staff including senior management involved in the PR initiatives.

- b. Draft a statement of purpose.
- c. Have the organization's highest authority/ board of directors approve the statement of purpose. The authority/board must reach a consensus on public relations activities and support the work of the PR Focal/professional.
- d. The board must allocate funds to support the public relations efforts.
- e. The PR Committee/PR professional should solicit the board and members for ideas and suggestions for the public relations committee to pursue. Consider both the past and current activities.
- f. Prepare a public relations calendar.
- g. Evaluate past public relations activities to learn from experience. Tap other available sources of assistance, contacts at your fellow members or contacts at related organizations.
- h. Maintain public relations files.

✓ Checklist 1

Public Relations Needs Assessment

- a. Purpose of organization in writing.
- b. Purpose of public relations functions in writing.
- c. Agreement about the purpose of public relations and support from the board of directors.
- d. PR professionals are skilled in communications and with enthusiasm.
- e. Funding.
- f. Planning and coordination.



✓ Checklist 2

Public Relations Goals

Public relations goals will vary from organization to organization. In general, your goals might include:

- a. Increase support for your organization.
- b. Increase visibility of your organization.
- c. Increase interest in special products or services that your organization provides/produce.
- d. Increase understanding of your audiences/publics about your mission and organization.
- e. Change your image from close organization to open organization.
- f. Increase financial support or mobilize resource from shareholders.
- g. Increase product/service sales.

✓ Checklist 3

Establishing Public Relations Goals

1.

2.

3.

4.

5.

Copy this Checklist and distribute to your PR Committee, relevant staff members or board of directors to complete. Compile the results to determine basic public relations goals and ideas.

✓Checklist 4

Basic Public Relations Program

1. ☐Objective: What do you want to accomplish ?
2. ☐Target: Who do you want to reach ?
3. ☐Position: How do you wish to be perceived ?
4. ☐Strategy: How do you want to inform your target
☐ audience ?
5. ☐Action Plan: How do you accomplish your strategy ?
6. ☐Results: Have you succeeded ?
7. ☐Evaluate: What happened? How can you improve in
☐ the future ?

Press Release

**Don't oversell
your organization.
Avoid blowing
your own trumpet
too much, or
being to
pompous about
your organization's
achievements.**

Effective Press Releases

A press release should relate some genuine news. It should be brief, clear, factual, accurate, thoroughly proofread and neat. It should answer who, what, where, when and why in the first paragraph and include information in descending order of importance.

Name of contacts, phone numbers and the release date should be clearly indicated. Releases should be limited to two pages.

If there is more to the story, other information can be added as attachments (Fact Sheets, Biographies or Brochures).

While a press release is an essential tool in public relations, it is one of many. It is usually the primary way you communicate your "NEWS" and information to the outside world.

Quotes are important in a release. Usually it is best to quote the head of your organization or the person responsible for the program being announced.

Quotes flesh out the factual presentation, lend meaning and color to the story. They should not sound "stiff." It is best to use quotes that express an opinion or a position. The release itself should be factual.

Your news releases will be used if you gain a reputation for submitting timely, newsworthy information that doesn't need massive editorial overhaul.

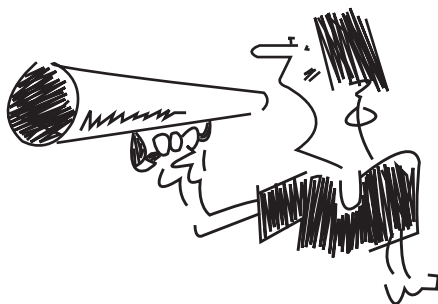
Be brief. If an editor or reporter wants more information, he or she will call you.

Write in inverted pyramid style, because editors cut from the bottom of a story. The most important information belongs in the first paragraph, and additional information follows in order of importance.

Don't make an editor search for the important points.

Always tell who, what, where, why, when, and how. Use facts, not hype. The typical editor sees hundreds of "Dramatic, New, State-of-the-Art Improvement" stories each day.

Present the facts clearly and simply, and let the editor decide what is important. Editors are hired to exercise sound news judgment.



Use active voice, subject-verb construction and conversational language.

Write in simple sentences (17 words is a good average for readability), with two or three sentences per paragraph.

List a contact name and phone number clearly in the release. Generally, the contact and telephone is listed at the top of the release with the notation, "FOR IMMEDIATE RELEASE."

Make the editor's job as easy as possible --double space your release for easy, clear editing. Use a wide margin for the same reason.

Include a photograph whenever possible. Even if the photograph is never printed, a good photograph may get your release a little closer to the top of an editor's crowded desk. When a photograph or other artwork is attached with the release, label the top of the release "WITH PHOTO".

Have someone unfamiliar with the subject or contents read your news release. If it doesn't make sense to your test-reader, it probably won't make sense to an editor.

Place a typed label on the back of every photograph. Record the subject, news release title, and your company name. This makes sure your photo finds a home in case it gets separated from your release.

Photographs can be expensive to reproduce in sufficient quantities to accompany a release and might not be used anyway. Some newspapers will never use a photograph that has not been taken by a staff photographer; others welcome an interesting, creative shot. It is worthwhile, however, to send most types of photographs to smaller, weekly papers. Always indicate on the press release that photos are available.

Develop a standard news release distribution list. Include appropriate local newspapers (daily and weekly), radio and television stations, cable news stations, trade publications, and business publications.

Develop two mailing lists--a large, general list, and one carefully targeted to key media whom you will contact individually.

If you want to send news releases to reporters electronically, first send an e-mail asking whether they want to receive them in that format. Some reporters are still paper-based.

News releases should be faxed only when they must be distributed in a hurry because of their timely news value -- not because you didn't get them done on time.

Basic Elements of a Press Release

A well-constructed and clearly written press release is divided into two general parts: The intro and the body.

1. INTRO: The first or "intro" paragraph will be short, but will contain all basic information: Who, What, Where, When, Why, and How. It is vital to have those questions answered in the lead.

2. BODY: The "body" or balance of a press release provides the full information on the news or event in descending order of importance.

The second paragraph of a release will tell in-depth why something is happening and provides specific information on the sponsor or the people the news is targeted for.

5 Ws & 1 H Who, What, Where, When, Why and How



A quote from your field office (if any) makes an interesting second or third paragraph and can help in localizing the news. A pointer for writing quotes is to voice an opinion. Allow the release to present the facts.

Donot forget to write an attractive and appropriate **headline** for your release. At the end of the release a general statement regarding your organization should be included to add complete information to the release.

Other Elements of a Press Release are:

- ☐ a. ☐ Date of release.
- ☐ b. ☐ Contact name and telephone.
- ☐ c. ☐ Avoid capital letters. For emphasis use an underline.
- ☐ d. ☐ Target your mailing to the appropriate people.
- ☐ e. ☐ Use "more" at the bottom of a page to indicate continued copy
- ☐ ☐ and "End" or #### to conclude the release.
- ☐ f. ☐ Avoid spelling errors: proofread.
- ☐ g. ☐ Make certain that dates, times, places and contact people, and
- ☐ ☐ telephone numbers are clearly indicated in the copy.
- ☐ h. ☐ Double space the copy keeping the release to one or two pages.
- ☐ i. ☐ Send clean, well-printed or copied releases.
- ☐ j. ☐ Make certain that copy is understandable on first reading.
- ☐ k. ☐ Make certain that the 5 Ws and 1H are answered in the lead.
- ☐ l. ☐ Avoid jargon or acronyms.
- ☐ m. ☐ Include backup information (i.e., brochures, etc.).
- ☐ n. ☐ Attribute quotes

Improving Press Releases

Here are some suggestions to improve press releases.

- ☐ a. ☐ Include a handwritten note if you have spoken personally with
- ☐ ☐ a writer.
- ☐ b. ☐ Use organization's letterhead for releases or appropriate press
- ☐ ☐ release paper.
- ☐ c. ☐ Be certain there is a local angle to the story.
- ☐ d. ☐ Define acronyms the first time they are used, abbreviate afterwards.
- ☐ ☐ For example: Corporate Social Responsibility (CSR).
- ☐ e. ☐ Avoid buzzwords and jargon.
- ☐ f. ☐ In discussing individuals, or providing quotes, identify people and
- ☐ ☐ provide titles.
- ☐ g. ☐ Assume that the reader knows nothing about the topic--chances
- ☐ ☐ are they won't.
- ☐ h. ☐ Write in active voice.
- ☐ i. ☐ Quote sources of information.

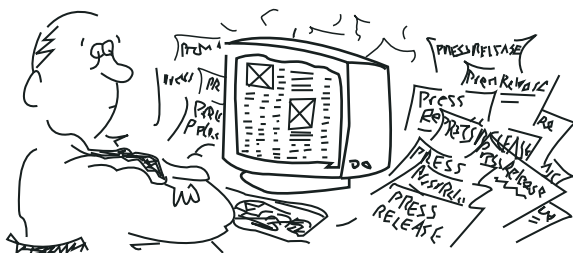
Common Mistakes/Errors in Press Release

Vital information missing: The press releases contain a lot of unnecessary information, but vital information are often found inadequate or missing.

Without headline: The releases are sent without headline. A good headline can help the gatekeepers understand the theme of the press release quickly.

Unnecessary use of English: Unnecessary use of English word/term is often found in Bengali press releases. For example: 'managing director' instead of ব্যবস্থাপনা পরিচালক.

Misplaced designation: In Bengali press releases, the designation of a person and his company name are sometimes written after her/his name which creates problems.



Delayed delivery: In most cases, press releases reach the newspaper office when the day's work is almost finished; sometimes even a day after the event.

Long press release: Most of the press releases are unnecessarily big. Sub-editors find it difficult and time-consuming to sort out newsworthy information.

Inappropriate line space and font: Line space in most press releases is found inadequate and font size is small, making it difficult for gatekeepers to edit.

Inappropriate language: Sending English press releases to Bengali newspapers and Bengali press releases to English papers should be discouraged.

Missing photo caption: Caption of the photo accompanying a press release is sometimes missing. Vital information is also missing in captions.

Improper Structure: Structure of press releases is sometimes not suitable for editing. Most important information is given in the middle or at the end of the release.

Use of designation: Name and designation of a person is not clearly written.

Missing date and time: Sometimes date and time of an event is found missing.

Evaluate Your Copy

- ☐ 1. ☐ Is the lead attention getting?
- ☐ 2. ☐ Are you interested enough in the subject to read the article?
- ☐ 3. ☐ Is the reason clear why the topic or the article is important?
- ☐ 4. ☐ What impression are you left with of the organization?
- ☐ 5. ☐ Are the concepts clearly explained?
- ☐ 6. ☐ Are the sentences short and understandable? Do the paragraphs
- ☐ ☐ provide "digestible" pieces of information?



- ☐ 7. ☐ Does the copy have consistency? Did it flow logically?
- ☐ 8. ☐ Did the article provide useful information? Were the benefits
- ☐ ☐ clearly explained?

- ☐ 9. ☐ Did the piece have grammatical errors or misspellings?
- ☐ 10. ☐ Were subheads used to draw the reader into the story?
- ☐ 11. ☐ Did the piece avoid sexist language or offensive language?
- ☐ ☐ Were clichés avoided?
- ☐ 12. ☐ Were acronyms defined? Was jargon avoided?
- ☐ 13. ☐ Was an attention-drawing headline used?
- ☐ 14. ☐ Were quote and assertions supported by facts and knowledgeable
- ☐ ☐ sources?
- ☐ 15. ☐ Were necessary dates and references clear?

✓ Checklist 5

Formats for PR Copy

- ☐ 1. ☐ Double space copy with appropriate margins on all sides.
- ☐ 2. ☐ Number the pages.
- ☐ 3. ☐ Keep headlines to one line.
- ☐ 4. ☐ Avoid use of footnotes.
- ☐ 5. ☐ Indent paragraphs to avoid confusion.
- ☐ 6. ☐ For best copies, use white paper for your original. Erasable bond
- ☐ ☐ or onionskin paper smears easily.
- ☐ 7. ☐ Do not correct copy by hand or submit copy with strikeovers.
- ☐ 8. ☐ Use subheads to break up copy and to catch attention.
- ☐ 9. ☐ Use short sentences.
- ☐ 10. ☐ Make certain that the contact person and telephone numbers are
- ☐ ☐ readily identifiable.

Understanding Media/PR Activities

Do not expect a favorable response every time you try this or every time you make contact to get news into the local media. Competition for space -- whether daily or weekly newspapers, radio or television -- is intense.

Establishing Media Contacts

One of the simplest and most effective ways to build media contacts is to telephone the news desk at your local daily or weekly newspaper and ask for the names of those reporters or editors who cover information or business stories. Request a meeting to discuss your ideas and the editorial policies. If the editor or reporter is unable to meet with you, ascertain how you can go about getting into their newspaper or how to obtain coverage when necessary.

This will get you started. You will have a name of someone whom you can contact with your ideas or news. In this initial conversation it may not be appropriate to discuss a particular idea. Use your judgment. The purpose of this initial contact is to get acquainted and to learn what



will interest them in the future. Follow up on your conversation with a brief letter and background information on your organization.

Do not neglect editors or reporters of weekly newspapers or news directors of radio stations. Initiate contact with them in the same way you contact daily newspapers. Public television stations, international television channels and news agencies are also candidates for feature coverage.

Be friendly in your calls and realize that these people may be under deadlines and may not have the time to chat.

Put the appropriate editors, specific writers or radio/television directors on your newsletter mailing list. By doing so you keep them aware of news on your organization and increase chances that they will see something of interest.

Developing a Media List

1. ☐ Use another organization's media list as a model.
2. ☐ Use a media directory such as Press Information Department
☐ (PID) Telephone Guide to ensure that all potential media are on
☐ your list.
3. ☐ Include reporters you know, have worked with, or who have
☐ written about your organization in the past.
4. ☐ Include titles with the name (i.e. Abdur Rahim, Business Editor).
5. ☐ Maintain a current list of reporters covering your issues.
6. ☐ Contact print and electronic media regularly to update media lists.
7. ☐ Keep a file of other organizations' newsletters and have those
☐ editors on your mailing list.
8. ☐ Establish a publication exchange with related organizations.
9. ☐ Avoid duplications.
10. ☐ Use a mailing list that can be updated easily, duplicated or one
☐ that allows you to select certain targets for special mailings.

Media Information to Collect

In developing your media list, collect the following information for the various press outlets:

1. **Local daily newspapers.** Complete name, address, telephone, fax, and e-mail (but use the last two sparingly). Names of reporters and editors covering your issues. Deadlines for calendar, daily, and weekend editions.
2. **Local weekly newspapers.** Same basic information as daily newspapers. Deadlines will be for weekly editions.
3. **Local ethnic newspapers.** Complete name, address and telephone. Names of reporters and editors. Deadlines for calendar. Target audience.
4. **Radio stations.** Name, address and telephone. Names of news and public service directors. Deadline and broadcast times for news, calendar, and public service programming.
5. **Television.** Name, address and telephone. Assignment producers, reporters and news and public service directors. Deadline and broadcast times for news, calendar and public service programming.
6. **Regional Newspapers.** Collect same information as local newspapers. Don't forget weeklies.
7. **Local and regional trade publications.** Complete name, sponsoring organization, address and telephone. Deadlines for calendar and issue. Editors assigned to your issues. Target audience.
8. **Local and regional magazines.** Complete name, address, and telephone. Deadlines for calendar and issue. Editors assigned to your issues. Target audience.
9. **Related organizations with newsletters or other publications.** Complete name, address and telephone number. Deadlines. Editors or reporters. Target audience.

Getting Into Print

Probably the most frustrating aspect of public relations work at any level is translating your press release, feature story, or idea into a printed article. Following hints can help you see that release make the newspaper.

1. Match your release or article to the publication. A telephone call to the news desk can get you guidelines and suggestions that will indicate the types of stories the editor is willing to publish.
2. Read the masthead to determine the appropriate editor to contact.
3. Read the publication. See what department or sections it has, how it is structured, how long the articles are, how they are written, and whether the publication has special or seasonal supplements that may be an outlet for your story idea.
4. Call or write to the editor to see if your idea has merit. Keep your call or letter brief and to the point. If the editor expresses interest, follow-up. Deliver your manuscript, information or contact the individual the editor has suggested.

Follow-up calls after the story is submitted annoy editors and may do more harm than good. From initial contact to publishing, remember, the editor is a professional and knows the publishing business. Good public relations professionals will see their articles in print. Successful public relations practitioners will get their names and addresses in an editor's file for future questions.



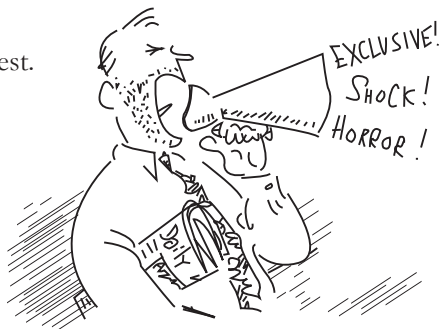
5. Target your article to a local issue or trend.
6. Know the deadlines. Give time to allow the editor or writer to ask questions before the deadline rush. All publications--daily newspapers and weeklies--and electronic media have strict deadlines.
7. Think of visual illustrations that can accompany your article. A photograph, chart, or illustration sometimes can help get the article published. If a photograph is supplied, provide a caption, which identifies people. Provide credit lines if appropriate.
8. Develop a news angle that is exciting or has local impact. Do something that is exciting and will separate your article from competing stories on the editor's desk.
9. In writing your article--Think. A "fluff" story will be immediately identified. Develop factual stories. A credible authority will add authority to the story.

✓Checklist 6:

Ideas to Keep Your Organization in the News

- ☐ 1. ☐ Anniversaries or organization milestones.
- ☐ 2. ☐ Date of founding and anniversary.
- ☐ 3. ☐ Retirement of prominent members.
- ☐ 4. ☐ Awards to the organization/agency or staff/members.
- ☐ 5. ☐ Outstanding contributions of your organization/its staff/
☐ members.
- ☐ 6. ☐ New publication or service.
- ☐ 7. ☐ Annual conference, regional conference, awards, banquets or
☐ special events.
- ☐ 8. ☐ Publishing of an annual report.
- ☐ 9. ☐ Annual meeting.
- ☐ 10. ☐ Membership meetings.
- ☐ 11. ☐ Fundraising events.
- ☐ 12. ☐ News on new products and services of general interest.

- ☐ 13. Receipt of grants.
- ☐ 14. Presentation of papers on
 - ☐ topics of widespread interest.
- ☐ 15. Publication of book
 - ☐ or survey.
- ☐ 16. Employment, salary
 - ☐ or other statistics
 - ☐ relating to profession.
- ☐ 17. Demonstrations of
 - ☐ equipment.
- ☐ 18. Important partnerships/joint fairs, or special events.
- ☐ 19. Speeches.
- ☐ 20. Training programs.
- ☐ 21. Newsletters.
- ☐ 22. Contests or promotions.
- ☐ 23. Success stories.
- ☐ 24. Cooperative agreements with other associations or organizations.
- ☐ 25. Creation of a new logo.
- ☐ 26. New poster produced by the organizations.
- ☐ 27. CSR events/programs.
- ☐ 28. ☐ Interviews with prominent members on current topics.
- ☐ 29. Visits of dignitaries/leadership.
- ☐ 30. Elections.
- ☐ 31. Number of outlets/service centres.
- ☐ 32. Accomplishments of a member or training completed
 - ☐ (State-of-the-Art Institute).
- ☐ 33. Awarding or receipt of scholarships.
- ☐ 34. Donations or support of students or community projects.
- ☐ 35. Community service projects.
- ☐ 36. Formation of a taskforce or special committee.
- ☐ 37. Results of a survey.



- 38. ☐ Legislation affecting the
 - ☐ provision of your services/
 - ☐ products.
- 39. ☐ Expert analysis of the future
 - ☐ of your field of business/
 - ☐ services/products.
- 40. ☐ Trends.



✓ Checklist 7

What is Newsworthy About Your Organization ?

List 10 things that are newsworthy about your organization.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Copy and distribute this Checklist to your public relations committee, key staff or board of directors and have them complete the form. Compile the results to determine news angles for your organization.

Checking a Topic for Newsworthiness

In considering a topic for its news value, ask yourself the following questions:

- ☐ 1. ☐ Is it timely?
- ☐ 2. ☐ Is it local?
- ☐ 3. ☐ Is it important or interesting to the general public?
- ☐ 4. ☐ Does it have consequence, conflict or is it controversial?
- ☐ 5. ☐ Is it new, novel or different?
- ☐ 6. ☐ Are the people involved community leaders, personalities, high visibility citizens or ordinary people?
- ☐ 7. ☐ Is it going to change the future?
- ☐ 8. ☐ Does it have human interest? What makes it unusual?
- ☐ 9. ☐ How will it affect the average person?
- ☐ 10. ☐ Is it on the "cutting edge?" Is it something few people know about?
- ☐ 11. ☐ Is it odd, unusual, the biggest, the smallest or is it outstanding in some way, shape or form.
- ☐ 12. ☐ Does it relate to a "hot" news item? Is the media already interested in the topic?

Matching the Media to Your Story

Getting your story into the media is sometimes as simple as getting the story into the right hands. Selecting the media outlet to your story is critical.

Below are media outlets and general types of stories carried by each:

- 1. Daily newspapers:** Breaking news. Daily newspapers want stories with national implications, human interest and special stories/features for the different sections of the newspaper (i.e., business, personalities, arts, education.)
- 2. Weekly newspapers/weekly inserts:** Weeklies want feature stories on local people. Materials must not be time sensitive.
- 3. Trade press:** Anything that has an interest to a specialized readership, trade news, related feature stories or news about trade members.



4. Magazines: Wants vary, but remain high on human interest side. Interesting photography, features on people important to the community, nation or rising within their profession.

5. Radio: Stories must be brief and have interest to radio's specialized listening audience.

6. Television: Visual interest, personality stories and high impact.

Press Conference:

Remember the ideal press conference (news conference) lasts not more than 30 minutes. A standard press conference consists of a brief introduction and opening statement (five minutes) and followed by question and answers. When you have something important to share, organize press conference. Your reason for calling press conference should be convincing, or else it might backfire. If you organize a press conference make sure that you have some thing important to share with the public.

Before going ahead with a press conference please ask yourself whether you could achieve your purpose more simple and cost effectively by sending out a press conference. State clearly why you have called the press conference, where it is being held, and what time it is scheduled for. If there is any important person or celebrity, mention it in the invite instead of keeping it as a surprise. If necessary, send some background information on your organization and events as supporting materials.

Here are some other tips for planning a press conference:

- ◆ It is best not to crowd the ideas in **introductory briefing**.

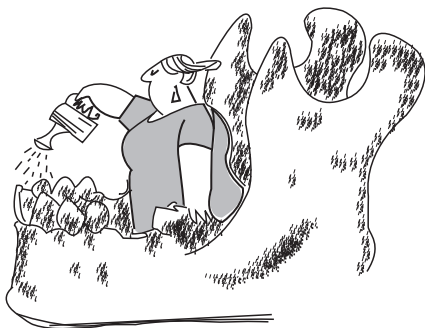
- ◆ The **CEO** or a known senior representative is usually enough to be on the dais. However you can line up one or two more representatives from your organization who should be able to field questions from journalists.
- ◆ **Timing** should be selected carefully. A good time for holding a press conference is around 11 am. Journalists start their work around this time. This will also allow electronic media and evening newspapers to cover the events.
- ◆ The **Venue** should be chosen carefully. Conference should be at the easily accessible place, and not too far.
- ◆ **Press Release** with a program sheet always facilitates journalists work. This enables late arriving journalists to understand what has happen so far.
- ◆ Apart from the press release it is a good idea to give journalist a **Press Pack** with relevant materials.
- ◆ **Plan** your press conference carefully. Make sure that all equipment are functioning properly.
- ◆ Get journalists **registered** as they arrived. This could be a useful future reference for you.
- ◆ Simple **refreshments** at the end would facilitate informal chat which could be a good chance for you to elaborate issues and explore further cooperation from media. Giving journalists expensive gifts is inappropriate.
- ◆ Be at the venue an hour or two before the press conference is schedule to start, and remain there for an hour or so after it has ended. Some reporter may show up before or after the schedule time.
- ◆ Have a list of **probable questions with answers** for the spokesperson to answer specific questions of journalists. If possible, have a rehearsal of your press conference.

Remember that it is likely that brief stand-ups will be requested by electronic media (television and radio) correspondent immediate after the press conference. A microphone or camera can be staged either in an empty room or outside a building.

Always remember to make phone calls, apart from the formal invitation, at least those who you really want to attend. Attendances are usually quite low unless the issue is extremely newsworthy. The big challenge in this regard is many journalists hate being chased. This is one of the professional hazard of such work working with media.

Do's of Public Relations

- ☐ 1. ☐ Do respect reporters and editors.
- ☐ 2. ☐ Do invite media people to events and on tours of interesting
☐ facilities.
- ☐ 3. ☐ Do answer telephone calls
☐ from media promptly.
- ☐ 4. ☐ Do provide facts and
☐ figures when asked.
- ☐ 5. ☐ Do have your facts and
☐ figures clear.
- ☐ 6. ☐ Do get to know your
☐ media contacts.
- ☐ 7. ☐ Plan, plan, PLAN.
- ☐ 8. ☐ Do target media with an interest in your organization's activities.
- ☐ 9. ☐ Do respect deadlines.
- ☐ 10. ☐ Do keep an up-to-date media mailing list.
- ☐ 11. ☐ Do create a stylebook.



Don'ts of Public Relations

- ☐ 1. ☐ Don't ignore radio and weekly newspapers as important sources
☐ of media placement.
- ☐ 2. ☐ Don't talk off the record--it doesn't exist.
- ☐ 3. ☐ Don't talk to a reporter unprepared. If you do not have an
☐ answer, don't make one up. Offer, instead, to gather the
☐ information and call the reporter back.
- ☐ 4. ☐ Don't become angry with members of the media. Angry letters
☐ or calls close doors.
- ☐ 5. ☐ Don't attack a newspaper for a negative story or for not using
☐ your story. Do investigate other reporters who might be
☐ interested in your story.



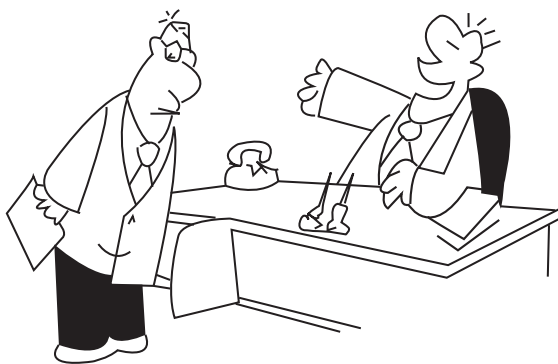
Say No to "No Comments"

6. Don't badger or harass busy reporters. If it is clear that a reporter is busy, cut the call short. If it is clear that a reporter isn't interested in a story, end the conversation.
7. Don't say "no comment." This phrase indicates that you're hiding something.
8. Don't give up. Developing an effective public relations campaign is not easy or quick.
9. Don't forget to thank reporters.

Building Effective Media Relations

Public relations depend on your understanding of the media. Here are some helpful suggestions that will assist you in building effective working relationships with the media.

1. Understand the reporter. Last-minute deadlines and long hours are a part of being a reporter.
2. Help them succeed. Provide the information that they need quickly. Suggest good story ideas. Help them and generally they will help you.
3. Be professional and polite.
4. Suggesting a discussion over lunch can help, but don't attempt to "buy" a reporter. Don't be extravagant, be considerate of the reporter's time.
5. Be accurate.
6. Don't gossip.
7. Be interesting.



- ☐ 8. ☐ Be available.
- ☐ 9. ☐ Keep up with trends in the media. Learn what hot buttons can be
☐ pushed to get your story into print.
- ☐ 10. Be consistent.
- ☐ 11. ☐ Approach the appropriate reporter or editor.
- ☐ 12. Remember to thank the person.
- ☐ 13. Keep sending releases. Realize that everything that you send
☐ won't be used every time.

Related Tools for Public Relations

Don't forget other tools that can assist in your public relations efforts. Those include:

- | | |
|---|--|
| <input type="checkbox"/> <input type="checkbox"/> a. Annual Reports <input type="checkbox"/> | e. Newsletters |
| <input type="checkbox"/> <input type="checkbox"/> b. Brochures <input type="checkbox"/> | f. Special Events |
| <input type="checkbox"/> <input type="checkbox"/> c. Fact Sheets <input type="checkbox"/> | g. Publications |
| <input type="checkbox"/> <input type="checkbox"/> d. Multi-Media Presentations <input type="checkbox"/> | h. Press Kits <input type="checkbox"/> |

Public Relations Files to Create or Maintain

- ☐ 1. ☐ Master calendar. This is a vital planning tool.
- ☐ 2. ☐ Clippings of published articles on the organization.
- ☐ 3. ☐ Copies of all releases sent.
- ☐ 4. ☐ Copies of brochures, newsletters and related supporting
☐ materials.

- ☐ 5. ☐Swipe file. Samples of brochures, newsletters, annual reports,
- ☐ ☐ press releases that you enjoy that provide ideas for new projects.
- ☐ 6. ☐Speeches given by organization leadership.
- ☐ 7. ☐Biographies of organization /organization leaders.



- ☐ 8. ☐ Photographs of events, people, etc.
- ☐ 9. ☐Information on the organization (i.e., brochures, publications,
- ☐ ☐ statistics).
- ☐ 10. Information on regulatory or legislative issues that affect the
- ☐ ☐ organization.
- ☐ 11. Organization's Public Relations Handbook.
- ☐ 12. Press/media list.
- ☐ 13. Contact list of related organizations.

An A to Z of Promotional Opportunities

Different organizations follow different ways to promote their cause or organization. Following are some that are tried and tested.

A

- Action
- Advertising
- Answering machine

B

- Banners
- Badges
- Bumper stickers
- Business cards

C

- Calendars
- CDs and audio cassettes

D

- Demonstration
- Direct mail

E

- Exhibition
- Envelopes
- Emblem
- Exposure visits
- E-mails

F

- Fax
- Franking machines
- Field trips
- Field vest

G

- Greetings Cards
- Give-aways
(cheap promotional items)

H

- Hoardings

I

- Inserts
- Information
- Intelligence

J

- Jotter pads

K

- Key rings

L

- Leaflets
- Letters
- Lobbying
- Local media

M

- Media partner
- Marches
- Meeting rooms
- Meetings

N

Newsletters

O

Open days

Online competitions

P

Phone calls

Poster

Public Speaking

Petitions

Partners

Q

Questionnaires

Quality message

R

Rallies

S

Slogan

Signs

Supports

Screen savers

T

Talk shows

Tele-marketing

Text messaging

Thank you letters

U

Umbrellas

V

Video

Visors

(cricket caps, sunshades etc.)

W

Website

Writing papers

X

Xcitement

Xtra-curricular work

Y

Year planners

Z

Zeal for CSR

Crisis Communication

During a Crisis

PR professionals or organizations often experience bad publicity regarding their issues/organization. For many reasons a negative article may be published in the newspapers or a journalist may ring up to investigate on an issue. The following are some advices for dealing with negative publicity.

Don't panic. It won't help. Think calming through the situation and about what you can do about it. You may decide on a media strategy to confront the situation; or you may decide to do nothing at all, in the hope that the issue will go away and be forgotten very quickly.



Discuss the issue and see if you can **advise a response**. This may be a well thought through explanation; it may be facts and figures to counter the "accusation"; it may be an honest apology admitting you were wrong and saying that you now plan to do.

Make sure that **one person** (possibly you or the CEO of your organization) **answers media questions**, and that nobody else tries to.

Brief your staff and related people who need to know about it. Tell them what has happened, and how you are responding.

Issue a **Press release** with your response.

During a Crisis: The most important communications strategy in a crisis, particularly in the first few hours, is to be open with the public by being available to the news media.

Here are the 10 Most Important Rules of Crisis Communications:

- ☐ 1. ☐ Have an in-depth crisis communications plan that includes
 - ☐ dealing with the media, the community and your employees.
- ☐ 2. ☐ Make sure the crisis team has been professionally trained in doing
 - ☐ hard news interviews.
- ☐ 3. ☐ Name a spokesperson and two back-ups today. Do not wait for
 - ☐ the crisis to occur.



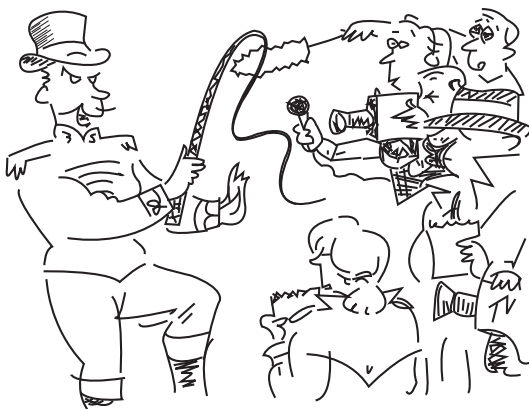
- ☐ 4. ☐ Deal with the crisis head-on. Do not hide out.
- ☐ 5. ☐ Respond to reporters' questions immediately. They expect a return
 - ☐ call or an on-site interview within 10 minutes of the request.
- ☐ 6. ☐ Never lie.
- ☐ 7. ☐ Never go off the record. In a crisis there is already much
 - ☐ confusion. Do not add to it. Tell a reporter only what you want
 - ☐ to see on the front page of the local paper.
- ☐

- ☐ 8. ☐ Have media kits already prepared and in the crisis room ready for
- ☐ ☐ distribution.
- ☐ 9. ☐ Practice implementing your crisis plan by going through a mock
- ☐ ☐ crisis once a year. Do not forget the news media element during
- ☐ ☐ the practice.
- ☐ 10. Be prepared always.

Tips for Handling Reporters/Dealing with the Media

When an incident occurs in your organization, it is likely that reporters will want to find out more about it. Even in what may be a crisis situation for you, the media offers the opportunity to reach a vast audience with your own words and images. To avoid speculation, hearsay, and a negative image caused by the press, there are several steps you can take to prepare for this encounter. Here are a few of them:

- ◆ Have a press kit ready in advance. The press kit should be a folder, which contains the history of your organization and the situation, important phone numbers, and a list of positive things your organization has done in the recent past.
- ◆ To be effective, choose the point or phrase that you most want to get across and put the following in front of it -- "Well, the most important thing is . . ." Reporters love that phrase and search for it in every story.
- ◆ Don't use jargon. Remember always who your targeted audience is, and communicate in language they will understand. Your audience may not understand about risk assessment or cost benefit analysis or corporate social responsibility, but they do understand issues that hit them personally.
- ◆ Don't say "no comment." In critical situation the rule of thumb for responding is to explain why you can't respond and then offer other useful information.
- ◆ Be pro-active. Just responding to queries isn't enough. Suggest story ideas to reporters. Help them understand the issues and how they affect the interests of the general public.



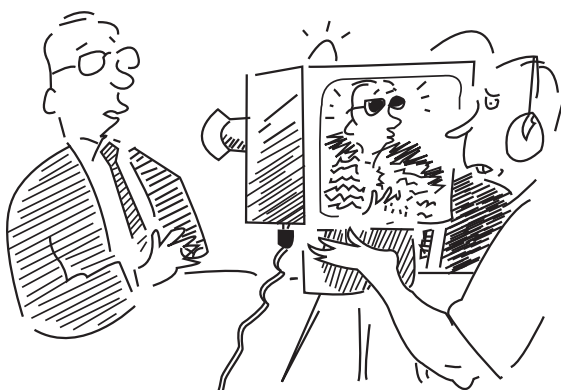
- ◆ Be relentlessly and aggressively positive about your position. It's easy to fall into a defensive position. Your job is to use the media opportunity to sell your position or ideas -- not apologize for them! Most people only answer the question. They don't see the question as an opportunity to articulate an agenda.
- ◆ Tell anecdotes. Since the beginning of time, the most effective communicators have been storytellers. Learn how to illustrate your point with an example or anecdote, which helps the listener to visualize and empathize with your position. Help the listener to identify with your anecdote.
- ◆ Use humor IF YOU HAVE IT AND IT IS GOOD! Bad jokes are worse than none at all.
- ◆ There is no shame in saying honestly "I don't know."
- ◆ If there is a very difficult question you MAY ask to think about it for a minute.
- ◆ Press the positive side of what you do.
- ◆ Plan ahead. Have a 3x5 card with message points ready. This will help determine who will set the agenda for the interview.
- ◆ Utilize one consistent spokesperson.
- ◆ Never talk off the record, especially without knowing the reporter.
- ◆ Practice dealing with reporters. Have a colleague or friend role-play with you. Try to determine the types of questions you may be asked and then answer them. Have the other person try to follow up on the answers you gave.

- ◆ Do not ask to see the story before it goes to press -- the reporter won't let the source see it or control the story. However, before the reporters leave, do say "Let's review my quotes to make sure they're correct." This will give you a clue as to what the reporter selected and the angle the reporter has chosen (good, bad, or indifferent).

Being interviewed

Maximize your Media Exposure and Minimize your Risk

- ◆ Be well briefed
- ◆ Plan the points you wish to make and your responses to standard questions and arguments
- ◆ Don't speculate or talk about anything outside your area of expertise or known facts. It's OK to say "I don't know. I'll find out..."
- ◆ Be as open as possible and never lie
- ◆ Do not say "No comment", there is always something more useful which can be said
- ◆ Show concern if there is a genuine problem



- ◆ Show your organisation is addressing the situation or issue
- ◆ Be as positive as possible without sounding callous and uncaring
- ◆ Beware of admitting liability
- ◆ Have a list with contact details of trained spokes-people available to make statements on specific questions

- ◆ Have a one-sentence message you want to communicate no matter what is asked.
- ◆ Be alert and positive!
- ◆ Keep calm. Don't let reporters start an argument with you. Look and sound calm and controlled. It's important.
- ◆ Stand still behind the microphone, then use comfortable, appropriate gestures.
- ◆ Look the interviewer in the eye. Avoid looking at the ground, sky or the camera.
- ◆ Make your point in 20 seconds or less. Talk in complete sentences.
- ◆ Put your answers into words the public will understand. No jargon.
- ◆ Use examples to clarify your message.
- ◆ If your story is positive, offer information you want the public to know, even if the reporter doesn't ask.
- ◆ If the story is negative, don't give unnecessary information that may be detrimental. Answer only the questions you're asked.
- ◆ Avoid answering "what if" questions. Instead, respond with something like, "I wouldn't want to speculate on that, however..." and state your positive message.
- ◆ Be cooperative, however, know what you should and shouldn't say.

Remember that a journalist is unlikely to stick solely to the specific topic of the interview. He or she may also ask questions about other related matters. In preparing for the interview, think about the questions a reader or listener would expect to be raised and to have answered.

The Media Rules

1. You aren't in control.

You may be the master or mistress of your fate in your business, but you have absolutely no control over the use or placement of a news item you submit to the media. A story idea or news release you think is important may be nothing more than junk mail to an editor or reporter. And recognize that you can do everything right and still end up with the media doing a lousy job on your story.



2. Your advertising doesn't carry any weight.

Don't even think about demanding that a news item be used because your business is an advertiser. There is a long-standing, inherent hostility in the media between the news and advertising departments, especially at newspapers. Nothing turns off a reporter or editor more quickly than the suggestion that because you are an advertiser, your news should get special treatment.

3. You need to explain, explain and explain some more.

Chances are the reporter covering your story won't know much about the subject. It's your job to help educate the reporter about the topic, especially if it's a technical one, in the interests of accuracy. You may only have 10 or 15 minutes to do it, but you need to do it because you're the expert. Don't hesitate to ask the reporter if he or she understands. If not, explain it again.

4. This isn't movie. There are no previews.

The media won't let you see, edit, correct or otherwise preview a story before it's printed or aired. Don't embarrass yourself by asking, or threaten not to cooperate or to withhold information unless you have the right to approve what is used. It won't do you any good to try, unless your goal is to antagonize the media. (A reporter for a trade publication might ask you to check part of a story for technical accuracy, but even that's a rare occurrence.)

5. More isn't better.

Papering the newsroom with copies of your news release isn't going to assure that your news item is used. In fact, it's likely to get your

organization's news consigned to the garbage can. Don't send duplicate copies of your news release to different people at a media organization. This can cause embarrassment to the media -- two different reporters get the release and write stories, which show up in the paper the same day. Make every effort to deal with just one person at each media outlet.

6. There's always another source.

Don't think you're the only source for a story about your business -- especially a negative one. If you won't talk, you can bet the reporter will find somebody who will. And the chances are that it will be somebody who doesn't know the whole story or who has an axe to grind, like a politician, a government bureaucrat or a disgruntled employee or customer.

7. Off the record? Don't go there.

"Off the record" doesn't exist. There is no such thing. You should respond to media questions as if everything you say is on the record and will be reported, and that includes any informal conversation before and after the formal interview. If you don't want to see it in print or hear it on the air, don't say it!

8. Truth or consequences!

Always tell the truth! You can skirt a sensitive question, but don't lie. A falsehood will inevitably come back to haunt you and your business. Don't risk the long-term consequences to your reputation by lying to the media.



9. Give 'em soundbites.

In preparing for any encounter with the media, develop a list of the key points you want to make. Then construct short, 15- to 20-second soundbites explaining those points. This approach will help you focus your message on what's really important.

10. "They really screwed it up! I should sue them."

Don't lose your cool if the media make an error in your story. If it's not really significant, forget it. If it is, politely point it out to the reporter and request a correction. If you aren't satisfied with the response, talk to the reporter's editor or news director. And if that doesn't work, be satisfied with pointing out the error in a letter to the editor or station manager. Don't forget that if you overreact, you could damage your relationship with the media outlet permanently -- and that this probably isn't the last story they'll do on your business.

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Cartoon Acknowledgment

- ☐ Austin Claire (1992), Successful Public Relations in a week, Rupa & Co,
- ☐ Calcutta, India
- ☐ Internet (www.cartoonstock.com)

NEWS RELEASE CLEARANCE FORM

To: _____ Date: _____

The attached news release has been sent to you for comments and clearance.

Please respond with your comments by _____ am/pm _____ on _____

Proposed date of release: _____

Proposed date for issue: _____

Method of issue:

☐

Email.

☐

Fax:

☐

Courier.

☐

Hand delivery

For issue to:

Circulated for comment to: _____

Return Comments to : _____

MEDIA DIRECTORY

2007

ENGLISH DAILIES

1. The Bangladesh Observer

- ☐ 33, Toyenbee Circular Road, Motijheel C/A, Dhaka-1000
- ☐ Tel☐ : 9555105, 9555106
- ☐ Fax☐ : 9562243
- ☐ E-mail☐ observer@dhaka.net, observer@bdobserver.com
- ☐ Web☐ : www.bangladeshobserveronline.com
- ☐ ☐ www.bangladesh.net/observer
- ☐ ☐ www.bdobserver.com
- ☐ Editor
- ☐ *Iqbal Sobhan Chowdhury*

2. The Bangladesh Today

- ☐ 9, Motijheel C/A, Dhaka-1000
- ☐ Tel☐ : 9556254-8
- ☐ Fax☐ : 9565257
- ☐ E-mail☐ contact@thebangladeshtoday.com
- ☐ Web☐ : www.thebangladeshtoday.com
- ☐ Editor
- ☐ *M. Asafuddowlah*

3. The Daily Star

- ☐ 19, Karwan Bazar, Dhaka-1215
- ☐ Tel☐ : 8124944, 8124955, 8124966
- ☐ Fax☐ : 8126154, 8125155
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- ☐ Editor
- ☐ *Mahfuz Anam*

4. The Financial Express

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- 45, Topkana Road, Dhaka-1000
- Tel□ : 9568154, 9568153, 9553550-51, 7172021, 7172017
- Fax□ : 9567049
- E-mail□newsdesk@financialexpress-bd.com
- □ editor@financialexpress-bd.com
- Web□ : www.financialexpress-bd.com
- Editor
- *Moazzem Hossain*

5. The Independent

- 145, Monipuri Para (2nd Floor)
- Airport Road, Tejgaon, Dhaka-1215.
- Tel□ : 9129938-40, 9129942, 9129945
- Fax□ : 9127722
- E-mail□indnews@bol-online.com
- Web□ : www.theindependent-bd.com
- Editor
- *Mahbubul Alam*

6. New Age

- Holiday Building, 30, Tejgaon I/A, Dhaka-1208
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- Fax□ : 8112247
- E-mail□newagebd@global-bd.net, newage@bangla.net
- Web□ : www.newagebd.com
- Editor
- *Nurul Kabir*

7. The News Today

- 710, Bara Mogbazar, Dhaka-1217
- Tel□ : 9339449, 9355567-68
- Fax□ : 9355569
- E-mail□today@banglaimail.net, today@bttb.net.bd
- Web□ : www.newstoday-bd.com
- Editor
- *Reazuddin Ahmed*

8. The New Nation

- 1, R. K. Mission Road, Dhaka-1203.
- Tel□ : 7114514, 7122655, 7122654
- Fax□ : 7122650
- E-mail□ n_news@bangla.net, n_editor@bangla.net
- Web□ : www.nation.ittefaq.com
- Editor
- *Mostafa Kamal Majumder*

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1. Ajker Kagoj

- Meena House, 719/A, Satmasjid Road, Dhanmondi, Dhaka-1209
- Tel□ : 9138245-51
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- E-mail□ info@ajkerkagoj.com, aknews@ajkerkagoj.com
- Web□ : www.ajkerkagoj.com
- Editor
- *Kazi Shahid Ahmed*

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- Fax□ : 8651938, 9667654
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- Web□ : www.amadershomoy.com
- Editor
- *Nayeemul Islam Khan*

3. Amar Desh

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- Web□ : www.amardeshbd.com
- Editor
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- ☐ Web☐ : www.bhorerkagoj.net
- ☐ Editor
- ☐ *Shyamal Dutta*

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- ☐ Web☐ : www.dailyinqilab.com
- ☐ Editor
- ☐ *A M M Bahauddin*

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- ☐ Web☐ : www.ittfaq.com
- ☐ Editor
- ☐ *Anowar Hossain*

7. Jai Jai Din

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- ☐ E-mail☐ news@jajaidin.com
- ☐ Web☐ : www.jajaidin.com
- ☐ Editor
- ☐ *Shafik Rehman*

8. Janakantha

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- Fax☐ : 9351317, 8316335
- E-mail☐ janakantha@bttb.net.bd
- Web☐ : www.dailyjanakantha.com
- Editor
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- Web☐ : www.jugantor.com
- Editor
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- Web☐ : www.dailynayadiganta.com
- Editor
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- E-mail☐ news@prothom-alo.com
- Web☐ : www.prothom-alo.com
- Editor
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- ☐ Tel☐ : 8853926, 9889821
- ☐ Fax☐ : 8855981, 8853574
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- ☐ ☐ samakal@gmail.com
- ☐ Web☐ : www.shamokal.com
- ☐ Editor
- ☐ *Abed Khan*

13. Sangbad

- ☐ 36, Purana Paltan, Dhaka-1000
- ☐ Tel☐ : 9558147, 9557391
- ☐ Fax☐ : 9553409, 9558900
- ☐ E-mail☐:sangbaddesk@gmail.com
- ☐ ☐ sangbaddesk@yahoo.com
- ☐ Web☐ : www.thedailysangbad.com
- ☐ ☐ www.sangbad.net
- ☐ Editor
- ☐ *Bazlur Rahman*

ELECTRONIC MEDIA

1. ATN Bangla

- ☐ 98, Kazi Nazrul Islam Avenue, WASA Bhaban (1st floor)
- ☐ Karwan Bazar, Dhaka-1215
- ☐ Tel☐ : 8111207-8
- ☐ Fax☐ : 8111876, 8612021
- ☐ E-mail☐:atn@dhaka.agni.com
- ☐ Web☐ : www.atnbangla.tv
- ☐ Head of News
- ☐ *Manjurul Ahsan Bulbul*

2. Bangla Vision

- Noor Tower (15th Floor), 1/F Free School Street
- 73 Bir Uttam C. R. Dutta Road, Dhaka-1205
- Tel□ : 8653175-8
- Fax□ : 8653173
- E-mail□ banglvision-tv@banglvision.tv
- Web□ : www.banglvision.tv
- Executive Director, News & Current Affairs
- *Aminur Rashid*

3. Bangladesh Betar

- Agargaon, Dhaka-1207
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- Fax□ : 8113359
- E-mail□ cnobetar@dhaka.net
- Web□ : www.betar.org.bd
- Deputy Director General, News
- *Nasimul Quadir Chowdhury*

4. Radio Today

- Awal Center (19th Floor)
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- Tel□ : 8829293, 8836491, 8836492
- Fax□ : 8836494
- E-mail□ info@radiotodaydhaka.com
- Web□ : www.radiotodaybd.fm
- Chief News Editor, News & Current Affairs
- *Rashidul Islam*

5. Bangladesh Television (BTV)

- TV Bhaban, Rampura, Dhaka-1219
- Tel□ : 9330131-9
- Fax□ : 8312927
- E-mail□ avnbtv@yahoo.com
- Web□ : www.btv.com.bd
- Chief News Editor
- *Dr. Syeda Tasnim Ahmed*

6. BBC (British Broadcasting Corporation)

- ☐ Noor Tower (14th Floor), 1/F Free School Street
- ☐ 73 Bir Uttam C. R. Dutta Road, Dhaka-1205
- ☐ Tel☐ : 8651651-4
- ☐ Fax☐ : 8651660
- ☐ E-mail☐ bbcbangla@bbc.co.uk
- ☐ Web☐ : www.bbcbangla.com

7. Boishakhi TV

- ☐ 32, Mohakhali Warless Gate, Dhaka-1212
- ☐ Tel☐ : 8837081-4
- ☐ Fax☐ : 8837541
- ☐ E-mail☐ info@boishakhi.tv
- ☐ Web☐ : www.boishakhi.tv
- ☐ News Editor
- ☐ *Anis Alamgir*

8. Channel i

- ☐ 62/A, Siddeswari Road
- ☐ Dhaka-1217
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- ☐ Fax☐ : 9338285, 9343674
- ☐ E-mail☐ info@channel-i-tv.com
- ☐ Web☐ : www.channel-i-tv.com
- ☐ Editor, News & Current Affairs
- ☐ *Saiful Amin*

9. Channel 1

- ☐ 57/57A, Uday Tower, Gulshan 1, Dhaka-1212
- ☐ Tel☐ : 8859561-67, 8859440
- ☐ Fax☐ : 8859570-2
- ☐ E-mail☐ info@channelone.com.bd
- ☐ Web☐ : www.channelone.com.bd
- ☐ Chief News Editor
- ☐ *Nazmul Ashraf*

10. CSB News

- ☐ Syed Grand Center (12th Floor)
- ☐ House # 89, Road # 28, Sector # 7
- ☐ Uttara Model Town, Dhaka-1230
- ☐ Tel☐ : 8932268, 8932809
- ☐ Fax☐ : 8931095
- ☐ E-mail☐news@csbnews.net
- ☐ Head of News
- ☐ *Ahmed Zubaer*

11. ETV (Ekushey Television Ltd.)

- ☐ Jahangir Tower, 10 Kazi Nazrul Islam Avenue
- ☐ Karwan Bazar, Dhaka-1215
- ☐ Tel☐ : 8126535-8
- ☐ Fax☐ : 9137555
- ☐ E-mail☐news.ekushey@gmail.com
- ☐ Head of News
- ☐ *Shah Alamgir*

12. NTV (International Television Channel Ltd.)

- ☐ BSEC Bhaban (6th Floor), 102 Kazi Nazrul Islam Avenue
- ☐ Karwan Bazar, Dhaka-1215
- ☐ Tel☐ : 9143381-5
- ☐ Fax☐ : 9143386-7
- ☐ E-mail☐info@ntvbd.com
- ☐ Web☐ : www.ntvbd.com
- ☐ Chief News Editor
- ☐ *Khairul Anwar*

13. RTV (National Television Limited)

- ☐ BSEC Bhaban (5th Floor), 102 Kazi Nazrul Islam Avenue
- ☐ Karwan Bazar, Dhaka-1215
- ☐ Tel☐ : 8159355-59☐
- ☐ Fax☐ : 9130879-80
- ☐ E-mail☐info@rtvbd.tv
- ☐ Web☐ : www.rtvbd.tv
- ☐ Chief of News
- ☐ *Syed Ishtiaque Reza*

1. Agence France Presse (AFP)

- ☐ 8, Rajuk Avenue
- ☐ Shilpa Bank Bhaban (5th floor), Dhaka-1000
- ☐ Tel☐ : 9555701, 9562234
- ☐ Fax☐ : 9562007
- ☐ E-mail☐ dhaka@afp.com
- ☐ Web☐ : www.afp.com (global)
- ☐ Bureau Chief
- ☐ *Helen Rowe*

2. Associated Press (AP)

- ☐ Cosmo Centre, 69/1, New Circular Road
- ☐ Malibagh, Dhaka-1217
- ☐ Tel☐ : 8313717, 9331411
- ☐ Fax☐ : 8314602
- ☐ E-mail☐ apdha@citechco.net
- ☐ Web☐ : www.ap.org (global)
- ☐ Bureau Chief
- ☐ *Farid Hossain*

3. Bangladesh Sangbad-Sangtha (BSS)

- ☐ 68/2, Purana Paltan, Dhaka-1000
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4. BD News 24

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- ☐ Chief Editor
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5. Reuters

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- ☐ Fax☐ : 8312976
- ☐ E-mail☐anis.ahmed@reuters.com

- ☐ Bureau Chief
- ☐ *Anis Ahmed*

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- ☐ Malibagh, Dhaka-1217
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- ☐ Fax☐ : 9344556, 8314602
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- ☐ Web☐ : www.unbnews.org

- ☐ Chief of Correspondence
- ☐ *Shamim Ahmed*

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