UNIT 4 PRODUCTION OF PUBLIC RELATIONS MATERIALS

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4.0 OBJECTIVES

In the earlier units of this Block, we examined the various communication strategies used in public relations activities. We took a look at the media available for a public relations person, and the various tools and techniques that one can use for communicating with the target public. You also learnt the importance and ways of enhancing goodwill and image building for a corporate organisation. One of the ways is through corporate publications. This unit will make you familiar with the kind of corporate publications, their purpose, their requirements and their overall planning and production process. At the end of this unit, you should be able to:

- Outline the importance of the printed word in the form of corporate publications and relate it to public relations activity;
- List the various kinds of Corporate Publications;
- Mention the steps involved in planning of corporate publications;

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- State the essential principles to be observed in preparing copy for printing;
- Distinguish different formats of corporate publications;
- Mention the commonly used printing processes;
- Describe the available choices and selection of suitable typefaces;
- Point out the elements that contribute to a pleasing layout;
- Differentiate the various kinds of paper, their qualities and uses;
- Justify the use of illustrations in corporate publication;
- List the possible kinds of illustrations in corporate publications and explain their scope;
- Explain the features and production process of annual reports, folders, brochures, manuals, handbooks, calendars, and diaries;
- Identify the aims and target audience of a house journal and explain how a house journal could enhance the organizational image;
- Summarise the potential of audio-visual productions in public relations activity;
- Discuss the role of various corporate publications in image building and enhancing goodwill for an organisation;

4.1 INTRODUCTION

You have already learnt the kinds of media and tools used by a public relations person. You have also seen that the choice of a particular tool or method will depend on the objectives to be achieved. Choice is also related to the nature of the target audience, funds available and the time frame available to achieve these objectives.

Corporate publications have an important place in public relations efforts. In this penultimate unit of Block V, we will focus on the role of corporate publications in achieving public relations objectives. We will begin with the impact of the printed word, its advantages and limitations in internal and external communication.

It is important to know the steps in planning corporate publications. Knowing basic techniques of copy preparation, editing, knowledge of kinds of journals, preparation of layouts, kinds of paper, selection of typefaces, proof reading, and printing processes enables the public relations person to avoid waste or costly errors.

Corporate publications reflect the corporate culture, its efficiency and its performance. As such, great care has to be taken about the quality of publication, its production and distribution. We will examine some of the important aspects in this unit.

4.2 PUBLIC RELATIONS COMMUNICATION AND PUBLIC RELATIONS MATERIAL

The growth of an organization depends on its image. In other words, the organization must enjoy a good reputation. For instance, the Tata group of companies, the well-known industrial house, enjoys a good reputation because its products are said to be generally good and dependable. We, therefore, say that Tatas have a good image. This good image or reputation is necessary for the growth of an organization. So, to build-up the good image of an organization, the pre-requisite is that it must give a good account of itself, its products, for instance, must be good and dependable. Its customers themselves should say its products are and will be good. Again, its service to customers must also be satisfactory. Highlighting these aspects the Public Relations practitioner will endeavour to build up the corporate image of his organization. In the long run this will pave the way for its all-round growth and prosperity. This image building has to be done through various media of communication. They are Oral Communication, Visual Media, Audio-Visual Media and Printed Word.
A Public Relations practitioner who desires to build up the image of his organization should bear in mind the basic principles of persuasive communication. If communication is to change the public attitudes favourably, it should be clear, correct and credible. Otherwise, communication would be futile and meaningless. Again the public relations practitioner must transmit the information about the organisation through various channels or media to the receiver. Communication is the life blood of Public Relations. In fact, Public Relations consists of all forms of planned communication, outwards and inwards between an organization and its 'publics' for the purpose of achieving specific objectives like neutralising hostility, creating awareness, removing misconception, generating confidence and increasing acceptance leading to more positive feelings. Only when attitudes become favourable can it lead to mutual understanding. In this process, the Printed word has a great role to play. (Refer illustration)

4.2.1 Internal and External Communication

It is said that over 80% of an Indian executive's time is spent in communication—in reading, writing, speaking and listening. The higher one's position in management, the greater is the time spent in communication. Generally organizational communication can be categorised as:

a) Internal Communication

b) External Communication

Internal communication covers such areas as administrative matters, the morale of the company's employees, their motivation, etc. External communication, on the other hand, refers to all the organization's public relations carried on with the aim of creating a good image for it, as well as the business transacted by departments like advertising, customer relations and sales. Thus, external communication includes all contacts an organization has with its various External 'Publics'.

4.2.2 The Printed Word

An organization makes maximum use of the printed word for internal and external communication. This is done by publishing a wide variety of printed literature such as:

A) Manuals; Handbooks; Circulars and Guide books.
Public Relations Strategies

B) Annual Reports, Chairman’s Speech to shareholders.
C) Internal House Journals; External House Journals; and Employee newsletters.
D) Trade bulletins; Customer brochures.
E) Folders; Brochures; and Pamphlets.
F) Calendars; Diaries; and Pictorial albums.

Broadly speaking publications are meant to serve a specific purpose. They are also meant for different groups of people or different ‘publics’ as we put it in Public Relations parlance.

Category A: Manuals, handbooks, circulars, guidebooks published by an organization generally contain the rules and regulations, administrative procedures, service conditions and the like with which employees must be familiar. This type of publication is meant for the employees, for their information, as well as satisfactory discharge of their duties.

Category B: Annual Reports and the Chairman’s Annual Address to Shareholders are published periodically. They set forth the profit and loss account, financial stability, achievements and progress made by an organization during the period under review. This type of publication is meant for the information of shareholders. Since they have invested their money in the organization they are entitled to know all about its financial position.

Category C: External and Internal House Journals and Employee Newsletters are meant for the employees as well as non-employees closely associated with an organization. They are meant to inform, educate and motivate employees and bring them closer and closer to the organization.

Category D: Trade bulletins and customer brochures are meant for the information of regular as well as potential customers of an organization. Publications of this category are produced usually by the Marketing Division of the organization, highlighting its products and popularising them among its clientele. This is looked upon as part of the organization’s sales promotion drive.

Category E: Informative brochures, folders and pamphlets, are also published by an organization highlighting its activities, achievements and future programmes with a view to building up a good public image for itself and its products, gradually. This type of publication is meant generally for wide distribution among various ‘publics’ as part of publicity campaigns.

Category F: Calendars, diaries, pictorial albums and gift articles are annual publications meant for free distribution among the employees, regular as well as potential customers and members of the public. This is to be looked upon as a gesture on the part of an organization to promote all-round goodwill.

Check Your Progress 1

Note: i) Answer the following questions in the space provided below.
ii) You may compare your answers with those given at the end of this unit.

Complete the following sentences using appropriate words.

1) Publications for employees include ............................................................
   ..........................................................................................................................
   ..........................................................................................................................

2) Trade bulletins and product brochures are aimed at ....................................
   ..........................................................................................................................

3) Employee publications are meant to ...........................................................
   ..........................................................................................................................
   ..........................................................................................................................
4) Publications highlighting the activities, achievements and future programmes help the organisation to .................................................................

5) .................................., are publications meant for shareholders to help them know the financial stability of the company.

4.3 ADVANTAGES OF THE PRINTED WORD

We have examined the various kinds of literature an organization generally publishes. Literature or the printed word enjoys many advantages when compared to oral or visual or audio-visual media such as a group discussion or documentary film or the radio or the TV. The printed word is capable of reaching in one broad sweep, almost all 'publics' in which the organization is, or may be interested. It also enjoys a unique advantage, the advantage of permanency — permanency in the sense that a brochure or a manual or a handbook will always be there for information or reference at any given point of time. Information can also be given in great detail. It could be read by any number of people inside as well as outside the organization. The ‘Publics’ of the printed literature or the printed word are not therefore limited. About a 100 people may read a particular brochure. If the brochure is interesting, more people would read it. But what is said at a group meeting or what is seen in a documentary film show, or what is viewed on the TV is limited to a group of people or employees present on the occasion. The message will reach this group only. 't is possible that some in the group may forget the message. So after a fortnight, 't they want to refresh their memory the scope for such an exercise is very limited. For instance, a radio or a TV programme can hardly be repeated for the sake of this group of people. Besides, a detailed treatment of the message is not possible, unlike in the print media.

4.3.1 Limitations of the Printed Word

Various media of communication have their advantages as well as inherent limitations. In the case of the printed word, we have studied the broad advantages it enjoys. This, however, does not mean it has no limitation; in fact it has quite a few. In India where the percentage of literacy is low, the printed word is capable of reaching only a small segment of our population. It is said that the total circulation of newspapers and periodicals in our country reaches only about 10 per cent of the literate section of the population. Against this wider background, we may assume that the reach of the printed word when compared to other media of communication is limited. For example, to communicate a message to a very large number of mill-workers, mostly illiterate, in a textile mill situated in a remote backward area, printed literature will not obviously serve any purpose. Again, the printed word is not as much a potent force as perhaps the spoken word.

4.3.2 Impact of the Printed Word

Now-a-days most of the printed literature of prestigious organizations is in colour. In fact, multi-coloured publications, printed on art paper have become the fashion of the day. Publications carry illustrations, graphics, photographs of products and events. As it will be seen, every effort is made to make the printed literature as colourful and attractive as possible, to the publics. If one sees a very attractive multi-coloured brochure in the office of a top executive, one is tempted to pick up that brochure (in preference to the less attractive publication), glance through the pages or if possible, a couple of the well-written and well-illustrated paragraphs. For a long time, one will perhaps remember seeing this particular brochure. Thus, printed literature of the right type is capable of evoking an immediate reaction and exercising an enduring impact. Also, it is a permanent record for future reference or dissemination of information.

Check Your Progress 2

Note: i) Answer the following question in the space provided.

ii) Compare your answer with the one given at the end of the unit.
What are the advantages and limitations of the printed word as Public Relations material?

4.4 PLANNING OF CORPORATE PUBLICATIONS

Corporate publications are the Public Relations tools which exploit the medium of the printed word to convey various messages, designed and produced on behalf of an organization, to its publics, depending upon its needs and circumstances.

There are many types of corporate publications. It may range from a simple sheet or leaf folder, an illustrated brochure, a regular house journal, an information-based annual Report, a useful Office manual, a handbook, to even a comprehensive trade journal or a glossy information packed prestigious priced publication like a year book. The format and layout of corporate publications differs according to its function. It may be emphasised here that it is the occasion and the theme that decides the type of publication to be designed and brought out—whether it should be a folder or a brochure or a souvenir or a handbook. It should be clearly understood that there are no hard and fast rules governing the production of various types of corporate publications. This is left to the discretion and judgement of the Public Relations practitioner. His professional competence, experience and budget are the factors that will help him produce the right type of publication for the right occasion at the right time.

The corporate publications should be a reflection of the organisation’s culture and policies as they are intended to enhance corporate image.

It is not necessary that they be expensively produced for creating impression. It is more important that they are direct, clear, easily understood, free from factual errors and spelling mistakes. A lot of methodical planning must go into it. Some of the basic steps will include the following:

1) Copy preparations
2) Full editorial instructions
3) Determining the size of publication and number of copies
4) Choice of paper to be used
5) Selection of type for composing
6) Estimation of size of composed matter
7) Preparing illustrations/visuals/photographs
8) Layout
9) Binding style and cover for booklets/souvenirs etc.
10) Distribution of printed literature.

4.4.1 Copy Preparation and Choice of Type

A brief knowledge of printing, copy preparation, editing, proof reading and layout is helpful to the public relations persons even if one commissions specialists for the job.

Preparation Copy: Copy should be a well researched effort, free from errors and thoroughly edited. The clean copy should be properly marked for typefaces and type sizes. Copy should be typed triple spaced on one side of the paper only. Paragraphs should not be carried over to the next page. Pages should be properly numbered and end of the copy should be indicated.

Choice of Type Faces: Although there are wide variations in typefaces, the five main kinds
of type are—Text, Script, Gothic, Italic and Roman. The printer would have the specimen book to help one choose the desired type face. Variations of type faces for headlines, subheads etc., help to obtain contrast. However, too many ‘families’ of type can cause confusion. Type is measured in points, each of which equals 1/72 of an inch. Body text is best done using type sizes between 7 point to 12 point. Sizes smaller than 7 point are used for tabulated material while sizes larger than 12 points are used for display.

Proofs from printer should be carefully checked. Illustrations and photographs may need to be scaled to size. Photographs should be cropped aesthetically retaining effective background.

4.4.2 Format of Corporate Publications

The word ‘Format’ means the size, form and shape in which publications are produced. There is no rigid rule that a Corporate publication such as a folder or a brochure should conform to a specific size. In fact, all Corporate publications are published in different sizes for the sake of variety. The importance of the theme, the attractiveness of the publication and the budget available are the factors that are generally taken into consideration while deciding the size of a publication. There are various sizes bearing technical names. The following are standard sizes of printing paper from which required sizes for publications are cut.

<table>
<thead>
<tr>
<th>Name</th>
<th>Broadside</th>
<th>Folio</th>
<th>Quarto</th>
<th>Octavo</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPERIAL</td>
<td>22 x 30</td>
<td>22 x 15</td>
<td>15 x 11</td>
<td>11 x 7 1/2</td>
</tr>
<tr>
<td>ELEPHANT</td>
<td>23 x 28</td>
<td>23 x 14</td>
<td>14 x 11 1/2</td>
<td>11 1/2 x 7</td>
</tr>
<tr>
<td>ROYAL</td>
<td>20 x 25</td>
<td>20 x 12 1/2</td>
<td>12 1/2 x 10</td>
<td>10 x 6 1/4</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>18 x 23</td>
<td>18 x 11 1/2</td>
<td>11 1/2 x 9</td>
<td>9 x 5 3/4</td>
</tr>
<tr>
<td>DEMY</td>
<td>17 1/2 x 22 1/2</td>
<td>17 1/2 x 11 1/4</td>
<td>11 1/4 x 8 3/4</td>
<td>8 3/4 x 5 5/8</td>
</tr>
<tr>
<td>CROWN</td>
<td>15 x 20</td>
<td>15 x 10</td>
<td>10 x 7 1/2</td>
<td>7 1/2 x 5</td>
</tr>
<tr>
<td>FOOLSCAP</td>
<td>13 1/2 x 17</td>
<td>13 1/2 x 8 1/2</td>
<td>8 1/2 x 6 3/4</td>
<td>6 3/4 x 4 1/4</td>
</tr>
</tbody>
</table>

4.1 CHART

Technical expressions used in the above tabulation are explained below:

Broadside denotes that the size stated is the whole sheet.

Folio means that the size stated is one half of a sheet. (Long side is divided by two).

Quarto is one quarter of a sheet (determined by dividing both dimensions by 2).

Octavo means that the size stated is 1/8 part of a sheet (Long side of the sheet is divided by 4 and the sheet side by 2).

In the present computer age, the Desk Top Publishing (DTP) system has become almost a household word; atleast in the printing world. Its print-support through Laser or Dotmatrix Printers has done wonders in raising the standards of printing and Public Relations departments throughout the world have taken advantage of the DTP system. This system supported by photocopying facility or even by what is known as xerox offset printing, uses different sizes of paper which are given below (in centimeters):

<table>
<thead>
<tr>
<th>A5</th>
<th>A4</th>
<th>A3</th>
<th>A4</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 x 15 cms.</td>
<td>21 x 30 cms.</td>
<td>42 x 30 cms.</td>
<td>36.8 x 25.9 cms.</td>
</tr>
</tbody>
</table>

Against this general background of standard sizes of printing paper, the Public Relations practitioner decides the exact size or sizes of his publications. The above sizes are popular sizes. Their technical names are to be remembered and correct instructions given to the printer. So when the brochure is to be 8 3/4"x5 5/8", we say its size is ‘Demy Octavo’. When the
brochure is to be 12 1/2 x 10" we say its size is ‘Royal Quarto’. Thus, it will be seen from the statement that a wide range of sizes is available for deciding the format of Corporate publications.

4.4.3 Layout of Corporate Publications

The word ‘layout’ means general appearance of a printed page or display of matter on a printed page. It may contain reading matter, pictures, illustrations like line-drawings, diagrammatic representations, etc. All of them have to be arranged in such a manner so as to give a pleasing appearance. This arrangement is known as ‘Layout’. Therefore the layout of Corporate publications has to be conceived and executed in a manner attractive enough to compel a reader’s attention and also to make a favourable and enduring impact on him. Different types of publications like a folder, a brochure, a manual and an annual report will have different styles of layout.

Unless one is familiar with the principles of design, it is better to take the help of a professional in finalising the layout of the printed matter. Attention must be paid to the optical centre and balancing of illustrations to create interest. Solid masses of type look monotonous and hence a break can be provided by the use of a variation of type faces for subheadings for better effects. When making layout, using illustrations which bleed, one must make allowances of extra space for trimming.

4.4.4 Printing Processes

Innovations are added to printing technology constantly. Yet, one may list the following major processes.

The Letter Press involves printing from raised surfaces which are covered with ink. For its speed and economy, it is the most popular printing process.

In offset lithography, the ink impression is transferred from the plate to a rubber blanket which in turn prints on the paper. This process is very suitable for posters and calenders.

Silk screen printing involves the transfer of ink through the mesh of a silk screen, stencil, squeezed onto paper or cloth. Though costly, this is suited for attractive book covers and posters. In intaglio, gruyer or photogravure process, printing is done from the ink deposited in the depression of the plate. It is excellent for photographic reproduction and used for multicoloured illustrated magazines.

With the growth of the copier industry, colour can now be reproduced by copiers. Office duplicator equipment, have revolutionised handling of printing matter.

Computerised phototypesetting, electronic editing have made printing tasks a lot simpler. DTP and computers store a variety of fonts of type in ‘memory’ which is available at the ‘feather touch’ of a button. The graphic display terminal helps to perfect composing of a full page through easy modifications so that one can see the page as it would appear finally.

Activity 1

Visit a printing press in your town/city and see how composing and printing is carried out. Find out the printing rates.

4.4.5 Kinds of Paper

While understanding the size in which the corporate publication is to be brought out, it is of importance to know the quality of paper that needs to be used for different types of corporate publications. For instance, the paper you use for a Manual of a Handbook is different from that used for a House Journal or an employee newsletter, or the paper used for publishing the Annual Report is different from that used for printing folders or brochures. There are two advantages if the Public Relations practitioner is aware of the kinds of paper available in the market.

a) You will be able to choose the right kind of paper suited to the publication that you would like to print;

b) You will be able to make a cost-effective decision, crucial at the time of budgeting and estimating the printing of Public Relations material.
Though, many Public Relations professionals feel that this decision is better left to either advertisers and designers of the printed Public Relations materials, or to the printers themselves, often it has been seen that it gives way to an increase in unnecessary overhead costs. This is one area in which knowledge of paper and printing techniques gives an edge, at the time of taking a decision on the size, quality and print-run of the Public Relations material that needs to be published. Further, even if you are asked to consult experts in the field, your own knowledge about these things would help you to get the best at the least market cost.

There are many kinds of printing papers. These papers come not only in different sizes, but also in different weights. Among the most commonly used printing papers which are known according to the quality of the paper, are; Indian Art Paper, Maplitho, Creamwove, Kraft, Poster, Newsprint, Glazed newsprint. Among the most widely used “Card” paper-board are the Indian Art card, Indian Ivory card, the Japanese Art or Ivory card, and the American Art Card.

These papers and cards are produced in different weights, which are calculated in terms of Kilos (Kgs) per ream. A standard ream has 500 sheets of paper. Now-a-days, the weight of the paper or card is also calculated according to GSM (Grams per Square Metre). For instance, Indian Art paper of Demy or Crown Size comes in weights ranging from 25 Kg to 36.4 per ream. Maplitho (Demy or Crown) comes in weights ranging from 18 Kg to 36 Kg per ream. Maplitho, which is glazed, comes in one-side glaze also. Cream-wove paper (Demy/Crown) is produced 7 Kg. to 16 Kg. per ream. The 95 GSM cream-wove paper (Demy size) weighs about 25 Kg.

The quality of the paper is judged according to its texture and smoothness, its thickness (weight) and its capacity to absorb ink. Sometimes, when we want to use white paper, we also judge the whiteness of the paper (how well it has been bleached). Bond papers of different brands, are usually marbelized papers, with a higher degree of whiteness and opacity. Poster paper is of lesser quality, usually used for printing handbills and single colour posters. They come in less than 70 GSM or upto 7.7 Kg. per ream.

The “Card” paperboard are usually Indian Art card or American cardboard. They range between 10 Kgs. to 15.5 Kgs. per 150 sheets gross. The Indian Ivory Card is whiter and therefore costlier. But, the best quality Art Card is the Japanese Art Card which ranges between 210 GSM to 300 GSM, weighing approximately 12.6 Kgs. for 100 sheets. All these cards come in a standard size of 22" x 28". coloured card of the “Chimanlal” brand are very popular for use as covers for the Annual Reports, Manuals, Handbooks, etc.

The price of the printing paper or card depends on the weight of the same. Therefore, once the format of the corporate publication is decided, the next step is to get a suitable paper and/or card for it. Depending on the budget allocated for the publication and the print order, the paper can be ordered or the directions given for the printers to use that kind of paper. For instance, most of the corporate giants use high quality art paper for printing their Annual Reports or the Chairman’s speech. For cover, the gazed Japanese art card is used, suitable for multi-colour printing. For printing house journals, depending on their respective budgets, corporate publications use Indian art paper or high class Maplitho paper. However, some use glazed newsprint because of higher print-run and attractive magazine look.

For Manuals and Handbooks, the paper used is either Maplitho or good quality creamwove paper, with Indian Art card or Japanese Ivory Card for cover binding. Company letterheads also contribute to the corporate image and most popular paper used presently is the “Executive Bond” paper, let us now examine the uses and functions of corporate publications that are produced by the Public Relations department, and see what kind of size format, layout, and paper they would require.

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Check Your Progress 3

Note:  
- Answer the following questions in the space provided.
- Compare your answers with those given at the end of this unit.

1) List the steps involved in planning of Corporate publication.

------------------------------------------------------------------------------------------------------
2) Fill in the blanks with suitable words:
   a) Size of type used for body text is usually between ............... while for headings, sizes larger than ........... is used.
   b) A standard ream has .......... sheets of paper.
   c) Printing process involving printing from raised surfaces is called ............... process.
   d) In ............... process, printing is done from the ink deposited in the depressions of the plate.
   e) A layout involves arrangement of elements like

4.5 REQUIREMENTS OF CORPORATE PUBLICATIONS

The usual corporate publications are - Manuals and Handbooks, Annual Reports, the Chairman’s Speech, House Journals, Employee Letters, Trade Journals, Folders, Brochures, Calendars and Diaries.

Manuals and Handbooks: Manuals and Handbooks of an organization generally contain administrative procedures, office or factory rules and regulations, service conditions, Provident Fund and pension rules and the like, which the employees need to be familiar with. They are official publications containing authentic information for the guidance as well as observance of employees. With a view to making them up to date, they are revised from time to time. Management always takes great care to make the organization’s manuals and handbooks as accurate, authoritative and authentic as possible because they have to stand, on occasions, the test of law. As part of induction, a new recruit is given a manual or a handbook. These publications are expected to have longer “shelf-life” than others. The employees retain them for use from time to time. Thus, they have to be produced in better quality paper, in handy format, with rugged binding. Otherwise, the utility of these publications would be reduced.

Annual Reports: An Annual Report is a regular publication of an organization. Such aspects as profit and loss, assets and liabilities and a resume of activities in diverse fields covering a specific period of the organization are set forth in an Annual Report. These are prestigious publications generally printed on art paper with colourful illustrations, pictures and diagrammatic representation. In a publication of this type, care is taken to emphasize the growth trends of the organization.

The size of the Annual Report depends on the size of the report itself and also, whether or not, there is a resume of the report itself and also, whether or not, the resume of the activities is given in detail or in diagram format. The larger the number of shareholders and other important publics of the organization, the greater the print order. But at no cost can the quality of the Report be made secondary to its printing costs. That is why some of the best and costliest printers in the country are usually contacted, well-ahead of time for getting the Annual Report published.

The Chairman’s Speech: The chairman, at the top of an organization, is its captain and spokesman. He is a captain in the sense, that he leads the organization with his special knowledge or skills. He is also its spokesman in the sense that he expounds the policies and programmes of the organization with a tone of authority. Thus his speeches on occasions like the share-holders meeting or inauguration of a new product or launching of foreign collaboration, acquire considerable importance. They are, therefore, printed and circulated among the various ‘publics’ to project the image of the organization.

It is for this reason, that good quality paper (at least Maplitho, if not Indian-art paper) is usually used and is given as much importance as the Annual Report. As the Chairman’s speech
is also important for the Press, it should also reach the media persons. Further, as part of investor relations, the Speech is like a flag-ship leading the other corporate publications in getting the maximum benefit possible.

Books : Books are increasingly being used as public relations media. Business houses may use them to tell their success stories or for biography of their illustrious founders. They may be used to convey the spirit and personality of the organisation e.g. the history of the Ford Motor Company brought out in three volumes was highly acclaimed by reviewers and further enhanced its reputation.

Such books may be priced publications particularly when they are useful to the reader. The Cadbury's Bournvita Quiz Book, Limca Book of Records are such examples. At times, an organisation may also demonstrate its commitment to arts and crafts by bringing out books on such themes. Recently ITC has launched the Wills, Made for each other Year Book which would be a valuable source of information to the theatre lovers or libraries. The handsomely bound volume contains information related to ballet, opera, music etc. all over the world.

House Journals : Now-a-days, well established organizations publish house journals. A house journal, in a broad sense, reflects the concern of the management in the welfare of employees, their safety, service conditions, security and the like. It also promotes the employee-management relationship both enjoying the resultant benefits.

There are two types of house journals. Those meant for employees are known as “Internal House Journals”. Organizations interested in maintaining close liaison with their regular and potential customers, share-holders, dealers, etc.—who are different from their employees—publish house journals that are known as “External House Journals”.

Only organizations which have a more number of employees, dispersed in various divisions, sometimes even in different states, require to publish both an internal and external house-journal. However, it is usually noticed that the internal house journal is given less attention than the external house journal, when both are published. The usual reason given is that external journal goes to important publics, including shareholders, investors, dealers, government officials, MPs and MLAs, and some even to target publics abroad. This is obviously fraught with the possibility of the employees complaining of being taken for granted, something that would be a self-defeating exercise. However, care should be taken to see that such a marked difference does not appear in printing the two publications. Good quality paper which is suitable for better printing could be used for both, thereby giving no room for any complaint of discrimination. That’s why, many big organisations opt for a single house journal for both target publics.

Employee Newsletters : Organizations that do not publish house journals find a good substitute in what is known as ‘Employee Newsletters’. An Employee Newsletter is a modest publication, modest in the sense that it contains a limited number of pages, say, four to eight pages, and a few pictures and illustrations. Generally Employee Newsletters are printed in a single colour. However, employee newsletters with multi-coloured mastheads are not uncommon. These newsletters have multiple uses and therefore glazed newsprint is often used. Better quality Maplitho is also used to print them.

Trade Journals : A sales promotion campaign is one of the vital activities of an organisation to accelerate its growth, often this is sought to be achieved by the publication of trade journals. They highlight the organization’s trade, diverse products, their wide range, variety, excellence and the like. It is common knowledge that export of our products went up as a result of the favourable impact made by well produced Trade Journals on India’s foreign market.

Not only have these trade journals given much needed information about the state-of the art in the specific industry, it has also helped in making an impact at the corporate level. Good quality Maplitho or Indian art paper is used in printing these journals, which are usually multicoloured.

Folders : A folder is a simple type of publication. Generally it is oblong in size, the width and length may differ from folder to folder. It is printed on either side of the sheet and then folded, in such a way that it will be easy to read and convenient to carry. Reading matter will not be lengthy because a folder is generally meant for people who do not have much time to spare for printed literature. It may be illustrated or just printed running matter. However,
colourfully illustrated folders have become the fashion of the day.

**Brouchers**: A Brochure is a booklet with a limited number of pages. It deals with a single theme, pictures and illustrations enhance its attractiveness as well as impact. It can be in a single colour or in multi-colour. Brochures carry distinct, colourfully printed covers that attract the attention of the readers.

**Calendars and Diaries**: Organizations interested in maintaining good relations with their regular and potential customers in addition to the members of the public, print calendars, diaries, engagement pads, etc. Publications of this type cover a wide range. They are mostly gift material for distribution with a view to enlarging the areas of goodwill towards the organization and its products. They are costly productions. Generally they are distributed for extending new year or festival greetings.

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### Check your Progress 4

Note: i) Answer the following questions in the space provided below.

ii) Compare your answers with those given at the end of this unit.

1) What are annual reports?

2) What is the purpose of house journals?

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### 4.6 ILLUSTRATIONS IN CORPORATE PUBLICATIONS

Illustrations like sketches, graphs, charts and photographs are important for any publications.

**Photographs**: One of the main visual aids—can be a very effective Public Relations weapon. The written or spoken word may take time to make an impact. But a good picture is capable of making an immediate impact. Photographs may be of personalities, news events, machinery, or products, etc. A bunch of photographs, six or ten, on a single theme or an event can be used as a photo montage to present a significant news story or to highlight an important event. This is always accompanied by a short write-up printed alongside it on the same page. Because of the large space required by a photo montage, it is usually reproduced as a centre-spread in a publication. It is perhaps, needless to add, that the impact of a photo montage is greater than that of individual pictures. The services of industrial photographers can be sought for excellence.

Again, graphic representation like bar diagrams, rectangle diagrams, pie diagrams or picture diagrams, etc., has a significant role to play in corporate publications such as Annual reports, the Chairman’s speeches. Public Relations brochures, Trade journals, etc. In these publications, the Public Relations practitioner may have to reproduce a lot of statistical data to illustrate a viewpoint or to highlight healthy trends in the growth of his organization. This is best done by graphic representation where a comparison is drawn to enable the ‘publics’ to draw their own inferences. It will be obvious that photographs are not a substitute for graphic representation and vice versa. Enjoying an importance of their own both have distinct and different roles to play in corporate publications.
4.6.1 Colour Transparencies

In order to generate greater appeal, printed words can be supplemented using colour pictures. In general publications, newspapers and periodicals, pictures used may be either in black and white or in multi-colour. Black and white pictures are reproduced from films, known as 'transparencies' or 'colour transparencies'. They are films of film strips of various sizes. One should be careful to avoid direct contact which may spoil the film otherwise. While it is easy to secure black and white photographs from professional photographers or other sources, it may be difficult to secure colour transparencies. Alternatively, the Public Relations practitioner may have to commission professional photographers to supply the required colour transparencies to get the job done satisfactorily. The offset printing technology has overtaken the use of colour transparencies, with most of them going for the colour separation process, which has been made easier with computer technology. But where retogravure printing is being done, the older method is still being used.

4.6.2 Sketches and Line Drawings

Sketches and line drawings are also used as illustrations in corporate publications. They are drawn in Indian ink. Such illustrations are generally used in folders and brochures which may not have much space for photographs. Illustrations may be used in brochures to explain the product features, demonstrate the right method of use or to educate on safety precautions. (see illustration No. 8).

Illustrations like logo, insignia, trade mark, motto, crest, etc., are now being designed on computers through the CAD (Computer Aided Design) system. The DTP system has now come in handy in designing these illustrations.

Use of line drawing and sketches for detailing products features or mode of use in pamphlets, brochures, booklets, folder etc.
4.7 PRODUCTION OF CORPORATE PUBLICATIONS

To convey the message effectively to the target audience, corporate publications produced by the Public Relations practitioner should be comprehensible as well as attractive. In other words, they should be written in a popular style and printed in a colourful manner. Today, the style of writing that is popular with the reader is the journalistic style, the style that one comes across in newspapers and periodicals. As such, experienced writers or professionals are commissioned to write the text. Again, if the publications are to be attractive, its format and layout should be specially well designed. In this case, any experienced layout artist or any good agency will do the job satisfactorily. Further, the printer should also do a good job to make the publication attractive. He should, therefore, leave no stone unturned to use quality printing processes and techniques that, in turn, would give commendable results. It will thus be seen that an effective publication is the result of a harmonious combination of good writeup, good format, good layout and good printing, and quality paper.

4.7.1 Production of Folder

A folder is the simplest of corporate-publications. It is the simplest in the sense it will deal with only a facet of a theme. It is a single sheet of printed matter with one or more foldings but not stitched. Its format and layout are also simple as compared with the brochures. For instance, its size will be modest and the layout done in an easy-to-read style. Therefore, when a Public Relations practitioner desires to put across a facet of a theme or an aspect of a problem he may not have perhaps much to say, running to a number of pages. What he has to say will not be much and this can be expressed in about say 2000 to 3000 words. In view of this, he will decide to bring out a folder with 4 or 6 or 8 pages. A folder enjoys many inherent advantages, the most important among them being that it could be read in a short time and its message comprehended quickly.

A folder can be brought out in convenient sizes by using art card, art paper, maplitho or even creamwove paper. In case white paper is preferred for printing, tint could be used with advantages. The tint, hue or colour selected could be used uniformly on all the folding pages or different tints for different folds. The latter method is the fashion of the day, giving a very attractive appearance. Text is overprinted on the tint. The choice of illustrations in a folder needs great care since its size cannot accommodate too many illustrations. It follows, that the number of illustrations may have to be kept to a minimum. In view of this, the Public Relations practitioner will have to decide on a very limited number of illustrations, say one on each of the folds. The theme of the folder will decide the type of illustrations to be used. However, if there are statistical data to be highlighted, diagrammatic representation is most desirable. If the diagrams are overprinted on tint, the layout of the folder will be very pleasing in appearance.

However, care should be taken to ensure that the tint used does not dominate the printed matter.

Since a folder is a simple publication, the lay-out is kept simple, in an easy-to-read style. The first fold or page could carry the title with border on all four sides; or perhaps the reading matter may be printed from the first page itself, with the title as the heading. Placement of illustrations could be at the top or at the bottom.

4.7.2 Production of a Brochure

Now-a-days the words ‘brochure’, ‘pamphlet’ and ‘booklet’ are all used in an identical sense to denote a small publication of say 24 or 32 pages. The Public Relations practitioner has to bring out regularly brochures to project the image of his/her organization, through the medium of the printed word. Broadly speaking, the theme of such brochures will be the organization, its product or products and its development. In addition, related aspects of these hardcore subjects could also constitute the theme of brochures. They can be brought out in a routine way as well as on special occasions. Such as for instance the inauguration of a new plant.

Brochures could be of different sizes. It may be stressed here that the size of a brochure is decided by the theme and the occasion on which it is proposed to be published. If the theme is very important and if the occasion is very significant to the organisation, then the Public Relations practitioner may have to decide in favour of a bigger size and more number of pages. If, on the other hand, the theme is of a routine nature, the size need not necessarily be a big one.

Today, brochures are often laminated with plastic. They make the text more attractive as well as comprehensible. But this process is expensive and is usually avoided in the case of routine brochures.
As a rule a brochure or a pamphlet or a booklet will have only a limited number of pages say 24 or 32. Generally we draw a distinction between a brochure and a book by the number of pages they carry. If the number of pages is more than 64 we call it a 'book'. Taking into consideration the volume of matter and the number of illustrations that should go into the proposed brochure, the Public Relations practitioner decides the number of pages.

A basic fact that a Public Relations practitioner has to appreciate is the scope that a brochure offers for the use of different types of illustration with advantage. They could be black and white or colour photographs or diagrammatic representation or perhaps a harmonious combination of them. Considerable attention has to be paid to the choice of paper. Now-a-days most of our public and private sector organizations bring out brochures on art paper to maintain a prestigious image. However, the usual approach is to use art card of higher poundage (thick) of cover and art paper of lower poundage (thin) for inner pages. If economy is desired, art paper for cover and maplitho or creamwove paper for inner pages may be preferred.

If the brochure is to be attractive, its cover-as a rule- should be as colourful as possible. Now-a-days almost all the brochures brought out by our private and public sector organizations do have multi-coloured covers. In this respect the off-set process can give very satisfactory results. If necessary, the advice of the printer or the ad agency could be availed to make the cover as eye-catching as possible.

4.7.3 Production of an Annual Report

An annual report sets forth the financial position of an organization. As such, the report throws light on its profit and loss and financial transactions. In view of this, organizations, in general and their Public Relations departments in particular spare no pains to make their annual reports a prestigious publication by ensuring that their contents are rendered very informative and their production quality most commendable. Therefore, the format and layout are conceived and executed in most attractive way. Usually the Demy quarto size is the ideal size for an annual report. This is also a convenient size for the reproduction of tabulated financial statements as well as relevant multi-coloured pictures. Now-a-days, most of the annual reports carry colour pictures to make an enduring impact on the publics. Annual reports offer wide scope for diagrammatic representation such as for instance Bar diagrams, Pie diagrams, etc. Such diagrams will quickly convey the sound financial position as well as the healthy growth trends of the organization. Hence diagrammatic representation should be printed in prominent positions in an annual report so that they could easily attract the attention of the publics and enjoy the importance they deserve. Usually, this is achieved by printing them in the second and third covers of the report. If they are over printed on tint, they will look all the more attractive.

Colour reproduction is done on a lavish scale and almost every page can carry more than one colour picture placements, designed by experienced layout artists. Photographs for this purpose should be selected with the greatest care and printed on art paper of heavy poundage to give the best possible results.

Here a reference could be made to the Annual report of the State Bank of India. In recent years, the bank has been bringing out very colourful and informative annual reports with profuse illustrations. Statistical data shows the business turnover of scheduled commercial banks in India, population-wise distribution of the offices of the State Bank group is shown in diagrammatic representation. In respect of a candid interpretation of the bank’s multi-dimensional role, presentation of meaningful statistical data and reproduction of superb colour pictures, the bank’s annual report can be looked upon as a classic example.

4.7.4 Production of Manuals and Handbooks

Any organization wants to keep its employees well informed with the rules and regulations, administrative procedures, service conditions, pension and provident fund rules, medical benefits and re-imbursements etc., all dealing with the administrative and security of the employees.

The organization, therefore, brings out periodically, manuals or handbooks. Generally, they are unpriced publications meant for the use of the employees and supplied to them on request. They are compiled in the concerned administrative cell or section which alone is competent to do a job of this nature satisfactorily because of its specific duties and special knowledge. When the compilation is over, the Public Relations section is approached to take charge of its printing.
Broadly speaking, the format of office manuals or handbooks is of a standard size, namely Demy octavo (5 1/4" x 8 1/2"), neither very large nor very small. In view of the nature of the publication, pictures as a rule are avoided. However, illustrations in the form of job charts, sectoral functions, organizational set-up and the like could be included, ensuring that they are relevant to the text.

Body matter may be set or composed with one side indent (left side) leaving wide margin for side or sub-headings etc., in the way in which statutory Acts are printed. This is the general approach. In this context, one vital aspect may have to be stressed. The manuals or handbooks are to be revised periodically brought up to date and published with a prominent indication to this effect on the cover itself.

4.7.5 Production of Calendars and Diaries

A new year opens with an unusual rush for diaries and calendars. This continues for a couple of months. Organizations, companies, firms, commercial institutions and the like that are desirous of enlarging the area of goodwill and stepping up their own popularity and that of their products print colourful calendars and new-look diaries. The latter contains general information useful to the public or specific information relevant to the organization. In most cases, they contain both. As such, in the former category, Post and Telegraph information, scales of Income Tax, Wealth Tax, etc, are included.

Calendars and diaries are to be revised periodically brought up to date and published with a prominent indication to this effect on the cover itself.

Activity 2
Collect a few publication like folders, brochures, pamphlets, house journals, manuals, annual reports, etc, and examine them critically.

4.8 PRODUCING A HOUSE JOURNAL

Before the launching of an internal or external House Journal one has to complete certain legal formalities under the Press and Registration of Books Act 1867. Producing and distributing a House Journal needs the following steps:

a) Registration of the house journal with the Registrar of Newspapers for India, New Delhi;

b) Fixing of printing press;

c) Choice of paper for use in the production of the House Journal;

d) Securing of postal concession; and

e) Compilation of a general mailing list.

To ascertain if the title of the journal is permissible, a list of three titles for the proposed House Journal has to be forwarded to the Registrar of Newspapers for India (RNI) for clear-
ance. After the receipt of his clearance and registration number, a formal application in a prescribed form has to be made to the concerned District Magistrate of the area from which the Journal is to be published. The District Magistrate will forward it to Press Registrar who then issues a certificate of registration. Simultaneously, quotations for printing the Journal have to be secured from local presses and the printer has to be fixed up. Both the Printer and the Editor of the Journal have to appear before the District Magistrate for obtaining a declaration. After securing the declaration, postal authorities have to be approached for postal concession for posting the Journal at concessional rate. This is, of course, easily secured. Care has to be taken to ensure that the copies of the Journal are posted on date/s and at the post office specified in the concession order. Or else, the concession will not hold good.

A mailing list has to be compiled for the Journal. It will consist of the names and addresses of persons, officials, VIP etc., to whom the copies of the Journal have to be sent regularly. The mailing list so compiled has to be revised periodically—say once in three months—so that the names and addresses are up to date. One copy of the publication if it is in English, Hindi or Urdu is to be forwarded to the RNI. Language publications need be sent to the Press Information Bureau of the Government of India.

Choice of paper for the cover as well as inside pages of the Journal is made, according to the budget available. This is generally done in consultation with the Printer. If there is ample budget provision, the Editor may go in for a superior variety of paper both for the cover and inside pages. If, on the other hand, the budget is only a modest one, art paper may be selected for the cover, and maplitho paper for the inside pages may be a good choice. Generally, for the sake of caution the number of pages is kept at a minimum in the initial stages; this is gradually increased with the passage of time.

Check Your Progress 5

Note:

i) Answer the following question in the space provided.

ii) Compare Your answer with those given at the end of this unit

1) What are the legal formalities to be observed for bringing out a journal?

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4.9 CCTV, VIDEO AND CABLE TV FOR PUBLIC RELATIONS

Television in India is set to make enormous strides in the next five years. In addition to the National and Regional channels, we now have five Metro Channels. Two years ago we did not have such opportunities. But now Cable TV has jumped on the TV and VCR bandwagons and has come up in a big way even in the rural areas. What are the Public Relations opportunities for the new emerging technologies?

CCTV (Closed Circuit TV) has been in use in many organisations, more as a measure of entertainment, or for making official announcements. The Video boom has resulted in Public Relations departments making use of state-of-the-art video cameras to produce Public Relations films, for in-house and even for community-viewing among select audience.

But, the greatest opportunity is being presented by Cable TV where Public Relations professionals can get their message through to their target audiences on a location-specific basis.

The three important rules for making Public Relations programmes for Cable TV networks or going to them with a Public Relations story are:

- Know your programme
- Know whom to contact
Work out your Public Relations idea thoroughly.

It is important to remember the Cable TV is an intimate, local and visual medium. Therefore, and Public Relations story that is going to stand a chance of being used must have a strong visual angle accompanied by a strong story line. Filming offices, factories or men in suits talking together about your organisation will not be enough normally to persuade a Cable TV operator to telecast your Public Relations story to his audience. You must come up with something original.

Finally, Cable TV deals with masses of different and varied audiences. You need to be sure that you are reaching the people you want to through this medium. For instance, if you want to tell people that your company is conscious about the environment, then you have to make a programme that is not only entertaining but informative to the Cable TV viewer rather than just try to generate free publicity for your company.

4.10 LET US SUM UP

In this Unit, we began by explaining to you the kinds of communication in an organisation and particularly the importance of the printed word in the form of corporate publications. In order to bring about a change in the attitude, communication has to be persuasive and effective. Organisations use the printed word extensively to promote goodwill and to increase their esteem. We identified some common corporate publications like manuals, handbooks, annual reports, brochures folders, house journals, books, newsletters, pamphlets, calendars and diaries and their use as public relations tools.

You were taken through some logical steps in planning or corporate publications. Principles of copy preparation, editing, proof reading, selection of type faces was also explained to you. You were given a briefing on the kind of formats of corporate publications. There being no rigid rules about the format, choices can be made to suit the needs of the organisation.

We discussed the importance of preparing informative copy, editing, proof reading and layout to make publications attractive. A knowledge of paper sizes, type of paper, typefaces, kinds of printing processes, helps a public relation person to make a better assessment and right choices. It helps give full instruction to the printer so that the final product does not end up different from what you had planned.

We also saw the scope and importance of various kinds of illustration like colour transparencies, sketches, line drawings, graphic representations in corporate publication. The legal formalities before launching a house journal was also taught to you. Finally the new technologies like CCTV, Video and Cable TV, there utility in achieving public relations objectives in location—specific situations was also briefly examined.

4.11 GLOSSARY

**Annual Report**: A financial statement by management, required by Company Law. Frequently summarised and translated into layman's language for distribution to stockholders and interested media.

**Booklet**: A printed piece of six or more pages, with a paper cover and prepared as abound unit, usually by stapling.

**Brochure**: A printed piece containing six or more pages. More elaborate than a booklet.

**Cable Television (CATV)**: Also called Community Antenna Television. A means of transmitting signals to receivers through direct cable connections rather than over the air.

**External House Journal**: The periodical publication of an organization for distribution among its External Publics other than its employees.

**Image**: The subconscious impression a person has of an organization, institution or person. Based on the interaction of all exposures he has had of the subject of the image. A “corporate image” is the supposed impression towards a company held in common by the whole public.
**Internal House Journal**: House Journal meant for the employees of an organization.

**Manuals**: Book containing rules and regulations of an organization.

**Newsletter**: A publication in letter-size format, usually issued periodically.

**Pamphlet**: A printed piece of a few pages, with a paper cover. Often used interchangeable with “leaflet”, except the pamphlet may contain more pages.

**Printed Word**: A brochure, a book, a manual or a House Journal using the Printed Word as a medium of communication.

**Publics**: Employees, customers, shareholders or members of the public with common interest for whom the message is intended.

**Spoken Word**: Word or words one hears over the Public Address (PA) system or the Radio or the Cassette.

**Trade Publication**: Periodicals dealing with matters of interest to a particular trade or industry.

**Written Word**: Word or word one reads in printed literature.

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**4.12 SUGGESTED READING**

Philip Lesly; (1991); *Handbook of Public Relations and Communications*, 4th Ed; Jaico Publishing House; Bombay.

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**4.13 CHECK YOUR PROGRESS : MODEL ANSWERS**

<table>
<thead>
<tr>
<th>Check Your Progress 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Handbooks, circulars, guidelines and manuals containing rules and regulations, service conditions, administrative procedures, house journals, etc.</td>
</tr>
<tr>
<td>2) regular as well as potential customers, dealers, distributors.</td>
</tr>
<tr>
<td>3) inform, educate, motivate and employees and promote a sense of belonging to the organisation.</td>
</tr>
<tr>
<td>4) build a good public image for itself and the organisation.</td>
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<tr>
<td>5) Annual reports.</td>
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</tbody>
</table>

**Check Your Progress 2**

The advantages of printed word are:

- great and wide reach, permanency, detailed treatment of subject, scope for attractive illustration.

The disadvantages are:

- factors of illiteracy and language diversity in India and less impact as compared to audio visual media.

**Check Your Progress 3**

1) The following steps are involved

   i) copy preparation
   ii) editorial instruction
   iii) determining size of publication
   iv) choice of paper
   v) selection of type
   vi) estimating size of composed matter
vii) preparing illustration
viii) layout
ix) binding style
x) distribution

2) a) 7 points to 12 points; 12 points
b) 500
c) Letters press
d) Intaglio, gravure, photogravure
e) reading matter, photographs, headlines, subheads, drawings or other illustrations.

Check Your Progress 4

1) Annual reports are regular publications of an organisation which indicate the assets and liabilities of an organisation covering a specific person. One can infer the growth trend of the organisation from its annual report. These reports are mainly aimed at shareholder and financial community.

2) House journals may be external or internal. External house journals are aimed at maintaining close liaison with regular and potential customers, shareholders, dealers etc. Informal house journals are meant to promote employee relationship and reflect the concern of the management for the welfare of their employees.

Check Your Progress 5

First one has to forward a list of three titles for the proposed journal to the Press Registrar to see if it is permissible. Then a declaration in a prescribed form giving all relevant details about the publication is to be filed before the District Magistrate in whose jurisdiction such a journal will be published.

The District Magistrate then forwards one copy of the declaration to the Press Registrar who will issue a certificate of registration to the publisher.

A copy of the publication is to be sent to RNI if it is in English, Hindi or Urdu. Copies of other language publications are to be sent to Press Information Bureau.