



# PR - NEXT

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## Editorial

### Editor's Communique

**W**elcome to the 2nd edition of PR Next and apologies for changing the frequency from fortnightly to monthly. We will continue to present PR Next on a monthly basis until we start receiving more content from our members on a regular basis.

*This issue we bring to you new authors and more stories to help you understand your own domain a little more closely. Amit Bapna, a veteran journalist writes on how we should develop our domain as a brand. K. Srinivasan shares with us how to manage crisis effectively and a very young writer Anuradha Kelkar, explains the importance of twitter in boosting our social media thrust.*

*That's not all, PR Next also brings to you exclusive analysis of IRS, Round 1, 2009, to help you chart your PR strategies more effectively. It is interesting to note that 16 of the top 25 most read publications (including dailies and periodicals) registered a decline in the readership. The combined percentage decline in readership was 51.89%. In the elite top 25 club, Marathi daily Pudhari grew the most, at 8.83%, which also recently launched its Mumbai edition, while Saras Salil, a weekly magazine from Delhi Press, dropped the most, at 12.95%.*

*Any guesses on where these readers vanishing??? Wherever they are, our job will continue to find them and communicate to them, be it online or offline.*

*Once again I would like to pass on my thanks to the authors for the high quality of material in this issue of PR Next.*

Sincerely

**Vikram Kharvi**

Editor



# PR: IT'S ALL RIGHT... THEN WHAT'S WRONG?

.... Amit Bapna



*Amit has been in the marketing-communications domain for almost 15 years now - with stints at O & M, The Times Group, HDFC Bank - before moving into the content space. As a journalist, he has been writing for a range of publications, on a variety of topics, that include USP Age magazine, Hindustan Times, India Today Travel Plus, amongst many others.*



**A**s a journalist I have always wondered why the profession of PR is so looked down upon and has so few moments of joy, to its practitioners, especially to the young professionals who join in with stars in their eyes.....(this is purely basis the impression that I have gathered from my many friends in the profession.... I would love to be told that it's an erroneous observation.) On a more serious note, and again basis my personal observation in the past few years that I've been a journalist, few would debate or dispute that the PR profession is performing an important task in the larger scheme of the marketing-communications function. The problem arises then of the profession not being able to tangibalise itself succinctly, to the outside world when a simple question like 'what does a PR professional do?' often gets muddled and confused reactions...or often a long time for the reply to come.

Why can't a profession that is doing such an important role as, "the practice of managing the flow of information between an organization and its various stakeholders", be a bit more surer of itself, and a lot more proud of itself. For unless the profession feels confident of its own delivering capacities how can, it expect others to invest that pride and assurance in it. I often, wonder why it always chooses to be on a defensive mode and mood be it with the media or with the clients. Why can't it be more comfortable and self-assured of its capabilities? Very tersely, I feel, that self-assurance can come with the firm-belief that 'nobody is doing anybody a favour' EVERYONE is doing a job which is 'their' job the client needs the PR agencies to ensure its positive brand-image in the eyes of its various stakeholders, the media needs the PR agencies to facilitate the interactions with the client-organisations so that content is created and hence PR professional is that

## PR: IT'S ALL RIGHT... THEN WHAT'S WRONG? (Contd.)

conduit to ensure and facilitate the smooth flow of communication somewhere along the way, this simple three-way equation has become much convoluted, and PR agencies and professionals have unfortunately positioned (or got positioned) themselves at the receiving-end from the other two stake-holders, namely the client as well as the media.

Without doing a blame-game (that for a later column) its time, for the profession to do a few things so that it gets the respect that it deserves, and remains a profession of choice for the young professionals, who join it with great enthusiasm but soon get disillusioned and start seeing it as a stop-gap stepping stone towards more respectable 'corporate communications' roles.

***Here are some of the things, that I 'naïvely' feel, could be done:***

1. Become an industry and fight for the right: To begin with the profession should be more united, than what it is, and should conduct in a manner befitting an industry - it can take a leaf from the IT industry and how it created an 'active' body like NASSCOM which became the single-representative body for the entire industry, taking up the causes and issues and became a strong mouth-piece for the industry, thus giving it the stature and respect that it commands today. Of course, it would mean doing away with a lot of insecurity and secrecy that the profession has chosen to cloak itself under the reasons and justifications for this cloak could be many, but they are not doing anybody any good in the long-term.

2. Have a long-term vision - awards could be a beginning: Which is the next point, that it is high time the profession starts having a long-term vision for itself, for it to be recognised as an important component of the marketing function for it is doing a very important role for its clients, but the recognition is not coming in proportion. One way could be having awards honouring the professionals and their work done could be a great morale-booster. However much one may argue, awards and rewards do serve

a purpose, as demonstrated often. A great example - For all its shortcomings and hiccups, Goafest has become the undisputed Mecca of advertisers and the advertising profession getting international notice, as India's Cannes awards. A PR-fest could be a good beginning.

3. Share knowledge and successful case studies: Just compare the Indian text written on advertising and marketing, as against that in PR, and the dearth of well-tabulated and original Indian instances of PR deployed well and efficiently, becomes glaring. For the young professionals to understand and get involved better in the learning processes there is a serious dearth of locally-relevant case-studies and reading-material. The industry has to open up and share the knowledge and the successful modules, for it to raise the bar. That may also throw up some role-models for the discipline.

4. Invest in itself - the profession can do well with self-investment for various activities like commissioned measurement studies, knowledge seminars, round-tables and conferences to share the best practices in India and across the globe it would help bring all the practitioners under one roof and on one stage. That could be just the beginning.

5. Create the profession-brand: Finally, do all this and more, to create a sense of hope amongst the young practitioners. Any profession is only as happy and evolved as its practitioners the young people who join should be chosen well, inducted well, and trained well before they are made to jump into the fray. Chances are then, they may be happy employees. Just as other organisations are waking up to the power of employee-branding, PR outfits can also do well to follow.

Finally, isn't it ironical that an industry whose mandate is to help create a positive brand-image for its clients is finding it so tough to create a brand for itself. I personally don't think it is all that difficult ...but then again, maybe it's my ignorance.

Would love to hear from all about my naivette, optimism and ignorance at  
<amitbapna@gmail.com>

## Shishir Joshi launches Journalism Mentorship initiative

Senior journalist Shishir Joshi, who recently quit Mid Day as its Group editorial director, has turned entrepreneur launching an online mentorship-based programme for journalism ([www.JournalismMentor.in](http://www.JournalismMentor.in)).

Joshi has joined hands with senior journalist Dr Aloke Thakore, a PHD holder in Mass Communications and an independent journalist and academician, to launch Journalism Mentor.

While the inaugural offering that begins in August is a one-year mentorship programme for those wanting to be journalists, future plans also include shorter courses for working-journalists and professionals.

Commenting on the initiative, Said Joshi, "The gap between what is taught and what skills are needed is wide. Those entering the profession, whether in print or television, flounder. The need for proper education is more than ever. Senior journalists have shared this need and some of them are supporting me in this



initiative as mentors."

"For me teaching has been an abiding interest and I am eager to make sure that this programme delivers the best in journalism education," said Joshi, who has been teaching for over a decade at institutes across India including MICA, Symbiosis.

## Wall Street Journal and Forbes to be launched in May



The much awaited The Wall Street Journal Asia and the Indian Edition of Forbes magazine are all set to be launched in India.

Forbes, which is brought out in association with the Network 18 group, will hit the stands on May 18 and is expected to be priced Rs.50/-, while WSJ will be launched on May 21st in Mumbai & Delhi, expected to be priced Rs.25/-

Network 18 group CEO Haresh Chawla, says, "It's a sizeable opportunity, India's business magazine market has remained under-invested. Forbes will redefine the market. The magazine will have a healthy mix of Indian and international content, for which advertisers will pay a premium because the magazine will reach out to an audience that is difficult to access through other media platforms."

WSJ's India editor and publisher Suman Dubey, says, "The times are tough but WSJ is looking to the future. As the economy improves, there'll be a great opportunity for WSJ in India. Indian businessmen are interested in global investment news. WSJ is not a mass-circulated paper and it will address the top-end business readers in the country"



Forbes will be printed at Infomedia 18 (part of Network 18 group), which also prints and sells special-interest magazines like Overdrive, Chip, Better Photography and T3. WSJ, meanwhile, will be printed and distributed by the Indian Express Newspapers Ltd that publishes The Indian Express.

## NDTV Metronation Chennai Begins Soft Runs

**N**DTV metronation, Chennai's new local television channel has completed its soft launch and is on air for viewers in Chennai. The channel is being run under a JV between NDTV, holding 51 per cent and The Hindu Group, holding 49 per cent.

The relationship will extend to content-sharing with the most popular English newspaper in Tamil Nadu and will also mark Hindu's foray into television news broadcasting.

The marriage between TV news broadcasters and print owners is gaining popularity. Star India has a joint venture partnership with ABP Group while IBN18 (formerly Global Broadcast News) holds a relationship with Lokmat to run Marathi news channel IBN Lokmat. Times Now is of course from the Times of India group. Headlines Today and Aaj Tak have India today in print.

The new channel would cover four broad genres of programming - news and current affairs, lifestyle, entertainment and youth. NDTV Metronation Chennai will also take up development and civic issues affecting the people of Chennai.

Jennifer Arul has been made the Managing Editor of



this new channel. There is no English city-specific channel other than NDTV MetroNation right now. They have pioneered this genre in India recognizing a very strong need for such programming amongst the urban metro viewer.

NDTV metronation Delhi was started on September 2007. It gives Delhi and the NCR a high-end 24-hour channel that covers breaking news, and user-friendly information on where to shop, what to eat, and how to work out. Daily programming includes: traffic reports on routes to avoid during rush hour; shows on Delhi's school and colleges, and programs on parenting and food. Metronation Mumbai will follow Chennai.

## Pudhari launched in Mumbai



**P**udhari, Maharashtra's leading Marathi daily has launched its 11th edition in Mumbai on May 7. Pudhari is also set to launch its Aurangabad, Nasik and Nagpur editions soon.

Naval Toshniwal, Group Marketing Head, Pudhari, said, "We restrict the ad-edit ratio to 40:60. Initially, we will be liberal and offer more space for strong editorial content, which is the strength of Pudhari."

Priced at Rs. 1.50/-, Pudhari is reported to printing over two lakhs copies in the initial phase.

Pudhari was launched in 1937. It now

has a combined total circulation of over 483,262 (ABC certified) copies of ten different editions and is a leader not only in Western and Southern Maharashtra, but in Northern Karnataka and Goa as well.

Toshniwal claims that the significant achievement of this media group was that it had achieved the No. 1 position in terms of circulation in Nagar, Sangli, Satara, as well as in Kolhapur. He cited the reasons for the paper's popularity in Maharashtra as being its independent editorial stand and 'fearless, unbiased approach over the years'.

## 58% of Global Corporate Communications Officers now report to CEO

In a time of unprecedented economic volatility, global corporate communications executives have actually seen their "stock" rise over the past 12 months. In The Rising CCO, an annual survey conducted by global executive search firm, in association with a PR firm found that 58% of global chief communications officers (CCOs) surveyed report to the CEO, compared to 48% a year ago. Not only do more CCOs call the CEO their boss, 40% of CCOs consider the CEO to be their biggest ally in the organization. This leadership momentum coincides with an increase in CCO tenure: in 2008, CCOs' average tenure was 65

months, compared to 54 months in 2007. By comparison, the average tenure of chief marketing officers is 28 months.

The survey also found that experience in crisis communications and issues management is critical to a CCO's success. The need for crisis/issues management experience has increased 45% since 2007. Additionally, CCOs cite social media/blogging as the most frequently added function to their corporate communications departments in 2008, and they believe that social media/blogging will be their most important tool in 2009.

## An exciting time to enter journalism-Shekhar Gupta



There couldn't be a more exciting time to be entering journalism than the present one, said Shekhar Gupta, Editor-in-chief of The Indian Express at the convocation ceremony at Indian Institute of Journalism and New Media, held recently in Bangalore. He added, real-time media is a tyranny for those in power.

Recalling that the emergency had been called the worst time for young journalists, he said that there was a journalism boom immediately after the Emergency. That, he said was the golden age of the Indian media.

The second golden age of the media will be out of this crisis, Gupta said. This crisis will wipe out the large amounts of space that we have for the average, the mediocre and the below-mediocre. Competence levels will go up, he said, adding that journalism has as many incompetent people and scamsters as has any other profession.

All talk of the demise of print journalism as we know it today is all noise, he said, adding that the newsroom was going to be redefined with the introduction of competent, digitally-savvy journalists.

Accuracy, fairness and credibility have become all the more important today, he said, calling citizen journalism 'baloney.' "Show me a citizen lawyer or a citizen doctor and I'll show you citizen journalists," he said, adding

### Top Movements

#### Yashpal Khanna quits Star India

Executive Vice President of Star India, Yash Khanna has reportedly moved to explore entrepreneurial route after his 17 years service with the Star group.

#### New Cultural Editor at Hindustan Times

Mayank Shekhar has been appointed has a new cultural editor of Hindustan Times - Mumbai, where he will be responsible for daily tabloid supplement HT Cafe and also for HT Mumbai and HT City.

Shekhar is a veteran journalist and winner of Ramnath Goenka Award for Journalism, with stints in Mumbai Mirror, NDTV Good Times, NDTV 24x7 and other many more. He is also an acclaimed author with a book Bombay Talkies to his credit and two more in the sequence.

# INDIAN READERSHIP SURVEY ROUND 1, 2009 ANALYSIS

PR - NEXT  
Exclusive

## Rankings of all Top Print Publications

1)	Dainik Jagran	5.45cr
2)	Dainik Bhaskar	3.35cr
3)	Amar Ujala	2.86cr
4)	Hindustan	2.67cr
5)	Lokmat	2.06cr
6)	Daily Thanthi	2.04cr
7)	Dinakaran	1.66cr
8)	Ananda Bazar Patrika	1.55cr
9)	Rajasthan Patrika	1.40cr
10)	Eenadu	1.39cr
11)	The Times of India	1.33cr
12)	Malyalam Manorama	1.25cr
13)	Daily Sakal	1.13cr
14)	Punjab Kesari	1.06cr
15)	Dinamalar	1.00cr
16)	Punya Nagari	99.43 Lakhs
17)	Mathrubhumi	94.44 Lakhs
18)	Gujarat Samachar	88.12 Lakhs
19)	Vijay Karnataka	87.44 Lakhs
20)	Bartaman	81.33 Lakhs
21)	Saras Salil	73.65 Lakhs
22)	Pudhari	71.70 Lakhs
23)	Kumudam	66.58 Lakhs
24)	Hindustan Times	63.41 Lakhs
25)	Sandesh	62.84 Lakhs

## Top Regional Language Dailies

1)	Lokmat	2.06cr
2)	Daily Thanti	2.04cr
3)	Dinakaran	1.7cr
4)	Ananda Bazaar Patrika	1.55cr
5)	Eenadu	1.39cr
6)	Malayala Manorama	1.25cr
7)	Daily Sakal	1.13cr
8)	Dinamalar	1cr
9)	Mathrubhumi	94.44 Lakhs

## Top 10 Magazines

1)	Hindi Fortnightly Sarar Salil	73.65 Lakhs
2)	Tamil Weekly Kumudam	66.58 Lakhs
3)	Tamil Weekly Kungumam	60.96 Lakhs
4)	Malyalam Fortnightly Vanitha	59.97 Lakhs
5)	English Weekly India Today	58.23 Lakhs
6)	Hindi Weekly India Today	54.56 Lakhs
7)	Hindi Fortnightly Grih Shobha	53.59 Lakhs
8)	Hindi Monthly Meri Saheli	49.45 Lakhs
9)	Tamil Weekly Ananda Vikatan	49.43 Lakhs
10)	Hindi Monthly Cricket Samrat	44.19 Lakhs

## Top 10 Regional Magazines

1)	Family Weekly Kumudam	66.58 Lakhs
2)	Tamil Weekly Kungumam	60.96 Lakhs
3)	Malayalam Fortnightly Vanitha	59.97 Lakhs
4)	Malayalam periodical Ananda Vikatan	49.43 Lakhs
5)	Malayalam Weekly Balarama	31.45 Lakhs
6)	Malayalam monthly Arogya Masika	29.86 Lakhs
7)	Tamil Bi-weekly Junior Vikatan	28.21 Lakhs
8)	Malayalam Weekly Malayala Manorama	27.43 Lakhs
9)	Monthly Grihalakshmi	24.56 Lakhs
10)	Tamil Fortnightly Aval Vikatan	22.86 Lakhs

## Rankings of English Print Publications

### Rankings of all English Dailies

1)	The Times of India	1.33cr
2)	Hindustan Times	63 Lakhs
3)	The Hindu	53 Lakhs
4)	The Telegraph	28 Lakhs
5)	Deccan Chronicle	27 Lakhs
6)	The Economic Times	19 Lakhs
7)	Mid-Day	15 Lakhs
8)	The New Indian Express	15 Lakhs
9)	Mumbai Mirror	15 Lakhs
10)	DNA	14 Lakhs
11)	Assam Tribune	10 Lakhs
12)	The Tribune	9.9 Lakhs
13)	The Statesman	9.7 Lakhs
14)	Deccan Herald	8.6 Lakhs
15)	The Indian Express	5.3 Lakhs
16)	Hindu Business Line	4 Lakhs
17)	Hitavada	2.9 Lakhs
18)	The Navhind Times	2.7 Lakhs
19)	Mint	2.5 Lakhs
20)	Mail Today	2.4 Lakhs
21)	O Herald O	2.3 Lakhs
22)	Metro Now	1.7 Lakhs
23)	Daily Excelsior	1.3 Lakhs
24)	Financial Express	1.1 Lakhs

### Rankings of English Mainline Dailies

1)	The Times of India	1.33cr
2)	Hindustan Times	63 Lakhs
3)	The Hindu	53 Lakhs
4)	The Telegraph	28 Lakhs
5)	Deccan Chronicle	27 Lakhs
6)	Mid-Day	15 Lakhs
7)	The New Indian Express	15 Lakhs
8)	Mumbai Mirror	15 Lakhs
9)	DNA	14 Lakhs
10)	Assam Tribune	10 Lakhs
11)	The Tribune	9.9 Lakhs
12)	The Statesman	9.7 Lakhs
13)	Deccan Herald	8.6 Lakhs
14)	The Indian Express	5.3 Lakhs
15)	Hitavada	2.9 Lakhs
16)	The Navhind Times	2.7 Lakhs
17)	Mail Today	2.4 Lakhs
18)	O Herald O	2.3 Lakhs
19)	Metro Now	1.7 Lakhs
20)	Daily Excelsior	1.3 Lakhs

### Top 10 English Magazines

1)	India Today	58.23 Lakhs
2)	Readers Digest	39.42 Lakhs
3)	General Knowledge Today	31.92 Lakhs
4)	Competition Success Review	26.67 Lakhs
5)	Filmfare	22.13 Lakhs
6)	Wisdom	19.33 Lakhs
7)	Stardust	17.50 Lakhs
8)	Outlook	15.58 Lakhs
9)	Diamond Cricket Today	12.72 Lakhs
10)	Business Today	10.91 Lakhs

### Rankings of English Financial Dailies

1)	The Economic Times	19 Lakhs
2)	Hindu Business Line	4 Lakhs
3)	Mint	2.5 Lakhs
4)	Financial Express	1.1 Lakhs
5)	Business Standard	
7)	Financial Chronicle	

### Top English Dailies in Mumbai

1)	The Times of India	15.20 Lakhs
2)	Mumbai Mirror	8.65 Lakhs
3)	DNA	7.05 Lakhs
4)	Hindustan Times	5.48 Lakhs

### Top English Dailies in Bangalore

1)	The Times of India	3.75 Lakhs
2)	Deccan Herald	1.86 Lakhs
3)	The Hindu	49K

### Top English Dailies in Delhi

1)	Hindustan Times	19.91 Lakhs
2)	The Times of India	19.54 Lakhs
3)	The Economic Times	1.78 Lakhs
4)	Metro Now	1.46 Lakhs
5)	Mint	1.36 Lakhs

## Rankings of Hindi Print Publications

### Top 10 Hindi Dailies

1)	Dainik Jagaran	5.45cr
2)	Dainik Bhaskar	3.35cr
3)	Amar Ujala	2.86cr
4)	Hindustan	2.61cr
5)	Rajasthan Patrika	1.40cr
6)	Punjab Kesari	1.06cr
7)	Aj	59.05 Lakhs
8)	Navabharat Times	54.02 Lakhs
9)	Prabhat Khabhar	46.71 Lakhs
10)	Navabharat	44.77 Lakhs

### Top 10 Hindi Magazines

1)	Saras Salil
2)	Pratiyogita Darpan
3)	India Today
4)	Grih Shobha
5)	Cricket Samrat
6)	Meri Saheli
7)	Grehlakshmi
8)	Nirogdham
9)	Champak
10)	Sarita

### Top Hindi Dailies in Delhi

1)	Navbharat Times	15.68 Lakhs
2)	Hindustan	12.62 Lakhs
3)	Punjab Kesari	7.70 Lakhs
4)	Dainik Jagran	6.15 Lakhs
5)	Amar Ujala	1.03 Lakhs

### Top Hindi Daily in Mumbai

1)	Navbharat Times	4.80 Lakhs
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### Top Hindi Dailies in Punjab, Haryana, Chandigarh and Himachal Pradesh

1)	Dainik Bhaskar	24.67 Lakhs
2)	Punjab Kesari	22.74 Lakhs
3)	Dainik Jagran	18.84 Lakhs
4)	Amar Ujala	8.67 Lakhs
5)	Hari Bhoomi	2.47 Lakhs

### Top Hindi Dailies in Rajasthan

1)	Rajasthan Patrika	65.38 Lakhs
2)	Dainik Bhaskar	57.36 Lakhs
3)	Dainik Navjyoti	4.02 Lakhs
4)	News Today	2.25 Lakhs
5)	Daily News	1.93 Lakhs

### Top Dailies in UP / Uttranchal

1)	Dainik Jagran	94.70 Lakhs
2)	Amar Ujala	68.19 Lakhs
3)	Hindustan	22.90 Lakhs
4)	Aj	7.52 Lakhs
5)	Rashtriya Sahara	5.63 Lakhs

### Top Hindi Dailies in Bihar / Jharkhand

1)	Hindustan	55.89 Lakhs
2)	Dainik Jagran	32.04 Lakhs
3)	Prabhat Khabhar	11.67 Lakhs
4)	Aj	3.37 Lakhs

### Top Hindi Dailies in Madhya Pradesh

1)	Dainik Bhaskar	30.59 Lakhs
2)	Nai Dunia	9.28 Lakhs
3)	Nava Bharat	5.17 Lakhs
4)	Raj Express	4.86 Lakhs
5)	Dainik Jagaran	4.58 Lakhs

### Top Hindi Dailies in Chattisgarh

1)	Dainik Bhaskar	10.21 Lakhs
2)	Hari Bhoomi	7.71 Lakhs
3)	Nava Bharat	6.87 Lakhs
4)	Nai Dunia	2.99 Lakhs
5)	Desh Bandhu	56K

## Rankings of Marathi Print Publications

### Top Marathi Dailies in Maharashtra

- |    |              |             |
|----|--------------|-------------|
| 1) | Lokmat       | 2.06cr      |
| 2) | Daily Sakal  | 1.13cr      |
| 3) | Punya Nagari | 99.43 Lakhs |
| 4) | Pudhari      | 71.1 Lakhs  |
| 5) | Loksatta     | 39.91 Lakhs |

### Top Marathi Dailies in Mumbai

- |    |                   |            |
|----|-------------------|------------|
| 1) | Maharashtra Times | 9.83 Lakhs |
| 2) | Loksatta          | 7.30 Lakhs |
| 3) | Navakal           | 5.41 Lakhs |
| 4) | Lokmat            | 5.13 Lakhs |

## Gujarati

### Top Gujarati Dailies

- |    |                        |             |
|----|------------------------|-------------|
| 1) | Gujarat Samachar       | 88.12 Lakhs |
| 2) | Sandesh                | 62.84 Lakhs |
| 3) | Divya Bhaskar          | 55.71 Lakhs |
| 4) | Gujarat Mitra & Darpan | 4.79 Lakhs  |
| 5) | Bombay Samachar        | 4.73 Lakhs  |

### Top Gujarati Newspaper in Mumbai

- |    |                  |            |
|----|------------------|------------|
| 1) | Gujarat Samachar | 5.92 Lakhs |
|----|------------------|------------|

## Malayalam

### Top Malayalam Dailies

- |    |                   |             |
|----|-------------------|-------------|
| 1) | Malyalam Manorama | 1.25cr      |
| 2) | Mathrubhumi       | 94.44 Lakhs |
| 3) | Deshabhimani      | 31.6 Lakhs  |
| 4) | Madhyamam         | 14.99 Lakhs |
| 5) | Kerala Kaumudi    | 13.52 Lakhs |

## Tamil

### Top Tamil Dailies

- |    |               |             |
|----|---------------|-------------|
| 1) | Daily Thanthi | 2.04cr      |
| 2) | Dinakaran     | 1.66cr      |
| 3) | Dinamalar     | 1.00cr      |
| 4) | Malai Malar   | 30.21 Lakhs |
| 5) | Dinamani      | 23.83 Lakhs |

## Telegu

### Top Gujarati Dailies

- |    |               |             |
|----|---------------|-------------|
| 1) | Eenadu        | 1.39cr      |
| 2) | Andhra Jyoti  | 61.31 Lakhs |
| 3) | Vartha        | 49.97 Lakhs |
| 4) | Andhra Bhhomi | 11.78 Lakhs |
| 5) | Andhra Prabha | 3.27 Lakhs  |

## Bengali

### Top Bengali Dailies

- |    |                      |             |
|----|----------------------|-------------|
| 1) | Ananda Bazar Patrika | 1.55cr      |
| 2) | Bartaman             | 81.33 Lakhs |
| 3) | Sangabad Pratidin    | 41.67 Lakhs |
| 4) | Ganashakti           | 33.52 Lakhs |
| 5) | Aajkaal              | 29.53 Lakhs |

## Kannada

### Top Kannada Dailies

- |    |                    |             |
|----|--------------------|-------------|
| 1) | Vijay Karnataka    | 87.44 Lakhs |
| 2) | Prajavani          | 55.88 Lakhs |
| 3) | Samyukta Karnataka | 26.71 Lakhs |
| 4) | Udayavani          | 24.22 Lakhs |
|    | Kannada Prabha     | 21.17 Lakhs |

### Top Kannada Dailies in Bangalore

- |    |                    |            |
|----|--------------------|------------|
| 1) | Vijay Karnataka    | 7.03 Lakhs |
| 2) | Prajavani          | 4.90 Lakhs |
| 3) | Kannada Prabha     | 1.27 Lakhs |
| 4) | Udayavani          | 1.05 Lakhs |
| 5) | Samyukta Karnataka | 42K        |

# Crisis Management and Communication

.... K. Srinivasan



*K. Srinivasan is the Chairman and Managing Director of Prime Point Public Relations (P) Limited, Chennai. He also manages a popular PR group in the name of PR Point.*



## Murphy's Law

**Murphy Law:** If something can go wrong, it probably will and at the worst possible time

Crisis comes unexpected and at a time when we are not prepared.

Crisis is part of any organization, just like, we have health problems. Fever, headache are small temporary crisis in our human system. Cancer, TB, etc. are long term crisis. In the same way, even corporates suffer from temporary crisis and long term crisis. Most of the time, ignored/un-resolved temporary crisis leads to complicated permanent crisis.

We can classify the crisis development into two categories (1) self-created and (2) due to external factors. Satyam crisis is a self created, owing to their own omissions and commissions. Presently, many good companies suffer because of global recession, which is an example of crisis due to the external factors.

## Types of crisis

In an organisation, crisis can happen on many fronts. Industrial Relations crisis, Financial crisis, Performance crisis, Image crisis, Crisis due to natural calamities like flood, tsunami, etc. Each crisis has different dimensions, reasons and impact. One cannot apply the logic "one size fits for all" for managing the crisis.

Most of the Industrial Relations crisis happens due to the ignored / un-attended small matters. Many Public Sector organizations face this type of crisis. Presently, due to bad HR policies or HR arrogance, Private Sector organizations also have started facing similar crisis situations.

Financial crisis occur due to the bad management of funds, lack of funds, and many such reasons. Many Non Banking financial companies failed because of this type of crisis. Satyam is the recent example of financial crisis.

Performance crisis happens due to the non performance of either management or employees. Non performance happens due to

## Crisis Management and Communication (Contd.)

combination of various factors like improper leadership, lack of planning, lack of motivation of the staff, lack of materials to name a few. There are many public as well private sector companies currently undergoing such type of crisis.

Image Crisis happens due to sudden flare up of negative stories in the media due to various reasons. Mostly, private sector companies are prone to this type of crisis, than the public sector. ICICI Bank suffered huge image crisis due to a court ruling imposing fine on them for using goons for recovery; Coke Companies suffered due to report about pesticide content in the drinks.

Natural calamities like flood, hurricane, and tsunami can also bring in crisis situations and damages to the company's properties and performance.

### Impact within the organizations

Crisis can be of various nature and likewise its impact also varies. The end result is the drop in company's performance and even the bottomline. Crisis demoralises employees and its stake holders. 80 per cent of companies facing crisis situations are unable to resolve the issues very effectively due to emotional decisions or improper consultations.

### How to handle crisis?

People who are entrusted with the job of crisis management, should not become emotional. Most of the crisis happens due to lack of transparency. The core-team needs to involve the experts and

professionals related to the category of crisis. If financial crisis strikes, financial experts needs to be involved along with communication professionals. First they need to study the 'basic' reason for the crisis, than the peripherals. Then only, they can find the solution. As is Naturopathy it is said, "Cure the symptom and not the disease" Same logic applies even to the crisis management.

Communication professionals have to play a key role during crisis. They need to impress upon the Management the need for transparency. Normally, Public Sectors are relatively transparent and due to the hidden public sympathy, they survive even major crisis situations. Private Sector organisations need to be more careful while handling the crisis. Lack of transparency and 'white washing' the real truth may lead to disaster. Media will always start investigating when the private sector faces the crisis. Any 'white washing' are easily recognized by the Media. Many a times 'No comment' in the media leads to further crisis.

### Post-crisis Management

A crisis is a great opportunity for learning. The companies need to learn lessons from the crisis. During post-crisis situation, the companies should take stock of the situation and try to plug the loop holes to avoid further damages. We give high importance to our human body during post surgery period. Same way, the companies need to be more cautious during the post-crisis period too.



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# Keep It Short and Tweet

... Anuradha Kelkar



*Anuradha, works with a leading PR agency in Mumbai. She is an avid technology reader and a social media enthusiast. Anuradha, through her column 'Tech-a-byte' would enlighten us on various social media avenues we can use to boost our digital PR capabilities.*



Quoting from a popular TV commercial, 'agar aap online ho aur twitter nahi use kar rahe ho, toh aap so rahe ho.' its time to wake up to Twitter, the micro blogging site that has 14 million people hooked to it. If you look around, Twitter is everywhere. Your friends, your boss, your colleagues right up to the person sitting next to you on the train is on twitter. The popularity of this micro blogging site was something not even the experts had predicted. The question that arises is why is it so popular? Isn't it just another social networking site? Here, I would like to pause, take a deep breath and inform you, no, it isn't.

The beauty of twitter is the space (or lack of it) that it offers you to make your point. 140 characters and no more. In these 140 character space one can share links, put up videos, give and receive updates and basically stay connected 24/7 with the world.

So how exactly does one build up the twitter account from scratch? It's simple

enough. Firstly, listen. Whether you are an individual or an organization it's important to listen to what the others are saying about you. Are they saying anything at all? Who is your target audience most likely to be? Who are they following? Asking these questions to yourself will help in using twitter for a specific purpose rather than just shooting off random posts about everyone's dinner plans for the night.

While conducting this research, one is most likely to get a fair idea of who they want to follow on twitter. Gradually adding to the list of people you are following is another handy tip given by experts. This makes one look more focused, less like a spammer. Simultaneously, using 'find friends' or search.twitter.com one can find friends on invite friends to follow you on twitter.

Once this basic setup is in place, one is ready to move to the next level of tweeting. Just like any social community, Twitter makes sense only if it's updated often. It's essential to regularly tweet your followers and

friends about anything interesting on the web or any newsworthy information that you feel should not be missed.

Event specific information, for example- any post connected to Elections 09 can also be put up. This shows your followers that you are not only up to date with information, but also willing to share it with others. Copy-pasting others tweets is fine, as long as due credit is given to them. This can be done by using the symbol RT@ in front of the original twitterer's name and putting it up on your own account.

Since one of the main uses of twitter is to share user generated content, there are a host of applications available on this site which makes it easy to do this. Websites like tinyurl, bit.ly, is.gd can be used to shorten the long URL's which cannot be shared otherwise due to space constraint. Desktop applications like Tweetdeck, Twhirl and Twitterfox can help receive tweets in a manageable way especially if one has a lot of followers and uses direct messaging (used to reply to one follower only. The others can't see this post) frequently.

Tweetdeck, for example, helps in creating specific groups to split feeds into individual columns. The twitterverse, however, keeps expanding almost everyday. It's practically impossible to use all the applications on twitter and it's not required either. However, to get an overview of all the applications and their uses, [log on to : www.briansolis.com/2008/10/twitter-tools-for-community-and.html](http://www.briansolis.com/2008/10/twitter-tools-for-community-and.html) (Courtesy : [www.briansolis.com](http://www.briansolis.com))

The best part of Twitter is that one can use it to serve whatever purpose one has in mind. There is no single way to use Twitter. For example, @jetblue gives good travel tips. @CNN keeps you posted on the latest news stories as they happen. Individuals like Richard@dell and Lionel@dell give you updates about the latest customized offerings from dell laptops and also use it to promote their blogs. Some, like Ashton Kutcher use it to gain publicity and tell the world that they have beaten far better contenders to cross the 1 million followers mark.

From the communication angle however, one of the best examples of using twitter to its maximum benefit is the digital PR campaign of

Burson Marsteller. They believe in having a robust presence online. Their online newsletter, 'digital perspective' has links to all the blogs their key employees write. These people use twitter to retweet important links and quotes by other communication professionals and put up posts about their blog updates. On the newsletter, there is a column 'Follow me on twitter' where one can follow each of these bloggers to get regular updates.

Twitter has proved to be extremely helpful as a research tool as well. Everybody loves to give advice and given a chance will do so most enthusiastically. Recently, on World Earth Day, any comment regarding the same or a question about it got anywhere between 60-70 replies in a span of two minutes. Another profound example is the Mumbai Terror Attacks of 26/11. As the news across channels got repetitive, people logged on to twitter for updates from people either witnessing the terror firsthand or from family members and friends in the city giving briefs about the unfolding situation.

However, anything with positives is likely to have a negative side to it as well. The question, 'what are you doing' can become really mundane after a while with everybody answering along the lines of 'having breakfast', 'reading a book' which is not really the purpose of the question. Often, its more interesting if you answer stating what has got your attention, instead of 'what are you doing'.

A lot of people have the misconception that every single @tweet addressed to them must be replied to. This is not true. If there is nothing of consequence to talk about, it's ok not to say anything. Staying connected 24/7 can get exhausting. The constant need to tell the world about you has been known to become an addiction for many twitter users. Also, all those applications can get a little crazy. It's important to figure out which ones are really needed for your account and download only those. With increasing clutter in the social media space staying relevant and making an impact is far more important than just having a presence on twitter. Sticking to the rules of using twitter and contributing interesting, engaging material is really the only way to ensure that people keep coming back to listen to what you have to say.



*Sumantika Choudhury, in an exclusive interview with Prema Rajaram, correspondent of News X, explores a journalists' point of view on PR people and profession*

**1) What is your understanding about the Indian PR Industry? How do you think the industry and mature further?**

The PR industry in India to the best of my knowledge has come a long way though I still feel there is scope for improvement. In terms of it coming a long way I mean the way they have channelised, which publication and which reporter to contact for a particular event depending on the channel's target audience and the beat the reporter covers. But what needs to be done better perhaps is persistence. For example when our channel focuses strongly on features I get invites and calls for follow ups on general developments on their clients.

But in this case what I think a PR pro should do is to talk to the reporter or the bureau chief as and when any interesting event comes up, they should try and pitch the story in a way that will interest the channel and fit their channel's ideology. Of course when elections are around the corner or any significant political development, even may not work.

Secondly having more specialised PR agencies or departments in the agency for particular type of clients. Like some of them handling only corporate houses, some handling technology clients, some handling only hospitals, etc. But that again may or may not be possible depending upon the size of the agency.

**2) How does PR pros aid your job? What have been your experience dealing with them?**

The PR executive is more like a connect to the event or a company or someone who would help me in giving basic clarity about the event or a company. Apart from where the event is happening and who is coming, it is important to talk a little more about the specification of the event and its importance to the general public or stake holders. The PR executive does not have to reveal the content of the announcement, but a little insight would help. For example when we see a promo or an advertisement, we get more than just a basic idea of what is being pitched to us without revealing the entire thing, keeping the element of surprise intact.

Some PR executives are approachable as and when they want to be or when they want you to attend an event. But when a reporter calls for a particular query say, for example: when a personality has arrived at a hotel and wants to remain inconspicuous yet we reporters would want to know, the PR executive may not be able to say much or do anything, but atleast we expect him/her to take calls, be courteous and say it is not possible. The least we expect them not to be too elusive.

You are the PR executive and communicating to the reporter is your job. We are reporters and we are doing our job. Don't forget that a reporter needs updates from time to time and never stops trying till the end because that's what is called news immediacy and anything can happen suddenly anytime like an announcement or something. And if we miss it, we are dead meat and perhaps the next time we would not trust or remember the PR executive in a very nice way which could affect their image and the image of the place they work for.

Also when it comes to events, when we request for interviews with celebrities gracing the event, there are possibilities that it cannot be arranged, but atleast try or tell us how to go about it. If you have called us for an event, it becomes your job to do your best to help the scribes, instead of just giving us press releases.

**3) What according to you are the good and the bad point of taking up PR as a profession?**

PR executives get to meet lots of personalities, but it comes with starry attitude sometimes. Secondly it helps them networking with important clients which can help them in the future. But then again it means fulfilling the smallest of demands of the clients which can sometimes be unimaginable. Also PR executives most of time caught in firing range between the clients as well as from the press.

Sometimes PR executives, especially women are not taken too seriously. Many think a PR executive means a lady who just dresses up nicely and talks sweetly. And this would be the case especially for those working as PR executives in the hotel industry.

The best part of the PR professional is that they get to learn lot of things from various sectors, which is not possible in any other job. They can be easily called

## JOURNO SPEAK

as "Jack of all trades and master of one Communications.

### 4) Why do you think journalists move to PR?

It's because of the burnout for some, especially those in electronic media. Aspects like family, children and health come into the picture and priorities are realigned. This means giving more time to family and a 9 to 6 job is what they are looking for. Sometimes working late is ok but the uncertainty of timings everyday hampers their personal lives.

PR is a good option for them as they have a 9 to 6 job and they are still part of media which many don't want to disconnect from. Also having being on the other side, they understand the requirements of a publication or channel and their networking is strong.

While advertising is also a part of media it does not have the same connection that PR has with journalism. PR or Corporate Communication has that connect which is ideal.

And for many journalists turned PR executives, they can always go back to journalism if they wish to thereafter.

### 5) Few words on the your career as a TV journalist.

I joined journalism with NDTV three years ago and then joined News X, I had a stint as an intern with ANI Reuters TV agency for a brief while before that. So it's always been electronic media for me. I've done a mix of features, business, politics and sports. And each is different and exciting. And there is always something to learn everyday.

## MEDIA MOVEMENTS

**Nesil Staney**, Staff Writer, Mint has moved to continue her further studies in Journalism

**Akhilesh Shukla**, earlier with Dataquest Week has taken transfer internally to Voice and Data as senior correspondent.

**KG Narendranath** of ET, Delhi now looks after the ET Debate section.

**Preeti Luthra** has moved to ET Now as a guest co-coordinator in Delhi, earlier she was with Zee Business Delhi.

**Pallabika** from Channel Times has moved to Money Life Magazine

**Shashidhar V**, Executive Editor has put-in his papers at USP Age

**M C Vaijyanti** has quit Forbes

**Abhijit Mukherjee** has joined ET, Mumbai from ET, Delhi. He will be tracking advertising & marketing sectors.

**Leslie Lall**, Producer, Boss' Day Out has moved on.

**Pallavi Goorha** of Exchange4media, Delhi bureau has joined Mumbai bureau.

**Simon Denyers** of Reuters Delhi has moved on

**Rashmi Roshan Lall**, TOI London Correspondent has come back to India. She will be based in Mumbai, heading the Sunday Times team.

**Deepak Lokhande**, City Editor, Midday has moved to Mumbai Mirror.

## Welcome our newest members...

**Ayesha Alikhan, Corporate Voice|Weber Shandwick, Bangalore**

**Adip Puri, Hanmer MSL**

**Ajit Pai, consultant, APCO Worldwide**

**B. Himanshu, journalist @ UTVi,**

**Hidayathullah K M Free lancer**

**Arun GM - Corporate Marketing IndiaMART.com**

**R Raji Iyer, Hyderabad, Independent Media Practitioner**

