



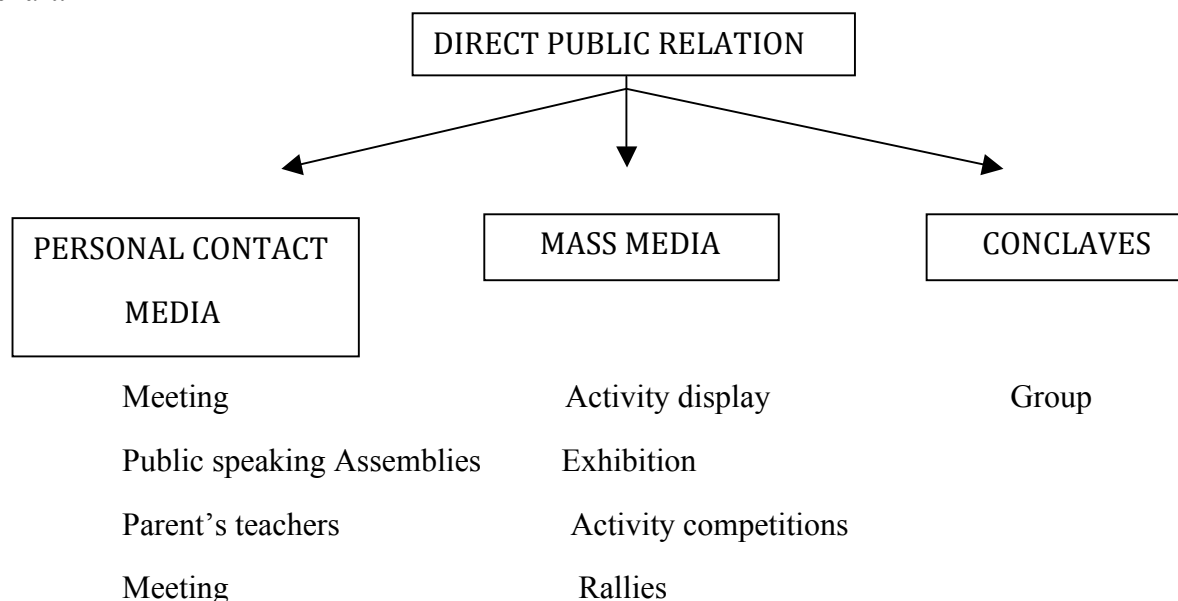
TECHNIQUES OF PUBLIC RELATION

INTRODUCTION: It is very essential for a physical education teacher to understand the public and to get its co-operation. Popularity is a means to establish contact and develop relations. Public relation is another form of popularity. The public relation of a physical teacher comes in contacts with students, players, other teachers, supervisor, coaches, professional and general public. The meaning of public relation is a social activity of achieving a special aim by means of an individual or a group of people. In physical education, the public relation depends upon the physical instructor. If the physical instructor has interest, ability and skill then he develops a good and quick public relation.

TECHNIQUES OF PUBLIC RELATION: A well balanced public relations programme includes a variety of techniques and approaches. The total public relation effort extends much beyond these approaches. It involves every kind of information and impressions given to the public the faculty member, directly or indirectly. The public relation media includes two approaches direct and indirect. Direct approaches involve personal contact and reciprocal visits, the indirect approaches involve use of printed and electronic media. Some important points about the public relation media are as follows:

- Direct and indirect public relations have formal and informal approaches.
- Personal contacts and reciprocal visit aim at two ways, i.e. warm and close relationships between the institution and the public.
- What people observe and hear through their own eyes and ears has a more lasting effect on their mind than what they gather through media.
- Direct media leaves a much wider scope for face to face interaction between teachers and public than indirect media.

DIRECT MEDIA: The techniques of direct media of publicity are exhibited in the following chart:

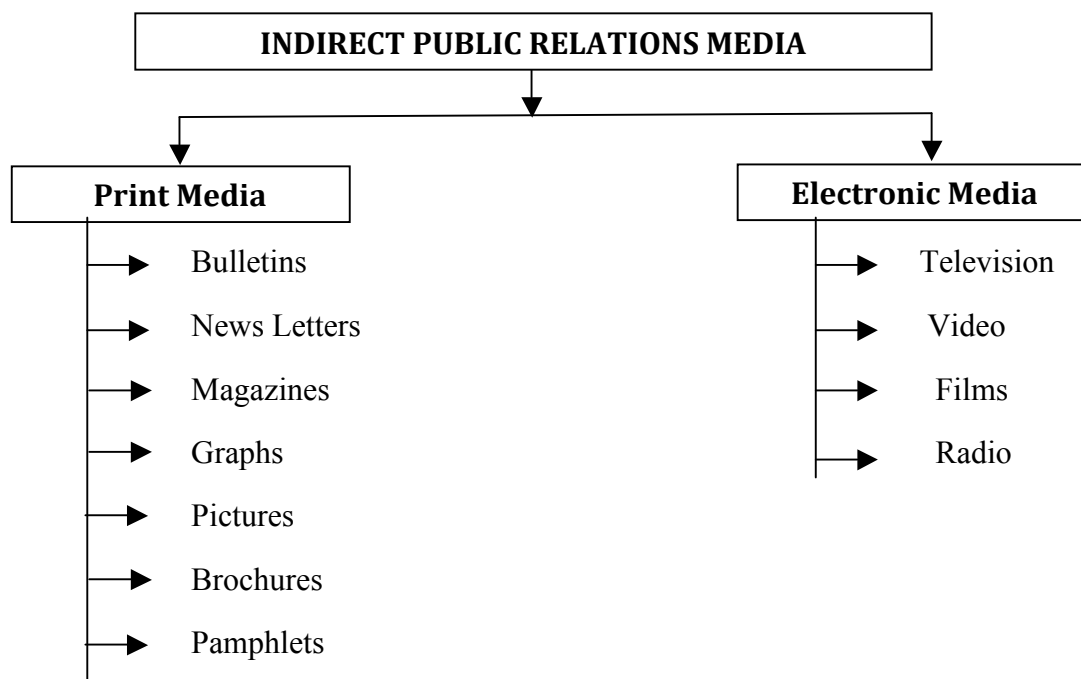


These techniques of media are discussed as follows:

1. **Public speaking:** Physical education has frequent opportunities to speak before groups. Quite often they feel shy of facing the audience and are not too articulated. Good oral messages are very effective means of developing a lasting relationship between the institution and the public at large. Physical educator should learn to be good speakers. The effect of a speech depends upon how well it is prepared and presented.
2. **Parent teacher meeting:** frequent meeting of parents and teachers of physical education and sports are the finest means of public relation. These meetings may be structured or unstructured. In these meetings, physical education and sports are to be thoroughly discussed in general, and specific problems of students who have health and fitness problems or the particular requirements of promising and talented sports student, should be discussed in particular.
3. **Activity display:** The department of physical education and sports should have frequent organisation of mass activity displays. These displays attract the attention of large number of parents and other public to the institution. These displays give the public the first hand opportunity to judge the progress of the institution by themselves.
4. **Exhibitions:** Exhibition make use of picture, chart, graphs, drawings, diagrams, models, painting, etc, to exhibit various aspects of physical education and sports. Exhibition may display information related to activity programmes, skills of various games performances record and inter disciplinary relationship etc. This information will be useful to the parents and public.
5. **Activity competitions:** Competitions in sports activity which include intramural and extramural are very effective and a direct means of public relation. Such competitions offer an opportunity to outsiders to see the students engaged in live show of their abilities and qualities.
6. **Play Days:** Play days are very important education experience and an excellent medium of public relation. Play days are in fact play festivals, organized in the institution or at public place where a large number of students enjoy the fun and freedom of participation in highly recreative activities.
7. **Rallies:** The department of physical education and sports can organize mass rallies to project the programme of physical activities before the public. These rallies are organized on large scale city, district, regional and national levels. Rallies should be carefully planned well in advanced involving a large number of students.

8. **Conclaves:** Conclaves are another direct media of public relations. these include parents and public meetings, assemblies and group discussion at the institution with some specific objectives. The conclave is an extremely important strategy of public relations as well as an index of the popularity of the institution.

INDIRECT MEDIA: The technique of indirect media are exhibited in the following chart :



The techniques of indirect public relation are discussed as follows:

1. **Print media:** Print media , on the whole is one way of communication i.e. information flows from the institution to the general public. There is no feedback from the public or the parents. Each print medium has its own merits and demerits as follows :
 - **Bulletins and Newsletter:** Institutions regularly publish bulletins and newsletters giving information about the ongoing activities of the students, their achievements and latest programmes of physical education and sports. Bulletins and newsletters are bringing the institution in close contact with the outside world.
 - **Magazines:** Schools and colleges publish their magazines annually , contain information about the institution, students, achievements in physical education and sports, and the contribution of teachers and students.
 - **Graphs, Picture, Brochures, Pamphlets:** These mediums of public relations are exhibitivie in nature. These should be displayed in the training rooms, corridors, physical education office, gymnasium, on wall magazine boards and other suitable places so that the visitors may receive information about physical education and sports, at the first look. These should be distributed on special occasions to the public. These visual media should be colourful and eye catching, depicting vital statistics, concepts, ideas, performing skills etc.

2. Electronic Media: Televisions, radio, video and films constitute electronic media.

- **Television, Radio and Video:** Radio, television and video are powerful communication media because they reach to the large number of people. In fact, television and videography have given a totally new dimension to publicity media. Radio has certain constraints that we can hear about what is happening but cannot watch it in action. The Olympic, world cups and all the other important sports events have become very popular because of radio in earlier days and television today.
- **Films:** Films and slides are being increasingly used by institutions to present idea, activities and needs. These media are usually more effective than the verbal descriptions.

RELATION OF PHYSICAL EDUCATION TEACHER WITH THE STUDENTS, PARENTS, COLLEGES, PRINCIPAL, AND SUPERVISOR:

The concept of public is very important in public relation because the approach to a specific group depends upon its nature and interest. There is no term as one public. A public is a group of people who are drawn together by common interests, are located in a particular geographical area or have some other common features e.g. age, religion, sex, occupation, nationality, income, social status, professional etc. The public could be:

1. **Students:** From the point of view of public relations, the most important group is the students because of the following reasons.
 - Recreation of the students to physical education and sports effect the opinion and attitude of parents, others members of the family, friends and general public.
 - Each student is a daily reporter of what happens in the department and institution.
 - What the students feel and communicate about the department and teachers is very important. If satisfactory experience are reported, as they act as boosters for the programme. The correspondence of student approval and public approval is very important.
 - Students are tomorrows vital public. They will eventually become parents, doctors, lawyers, businessman, politicians, public officials etc. Their attitude towards physical education and sports will be conditioned by their own experience.
2. **Parents** – The importance of this public has already been emphasized in the previous point. However ,other points worth considering are as follows :
 - The support of the parents can be obtained by providing their children with facilities which contribute to their health, fitness, skill development, social adjustment etc.
 - Parents can be educated via reports, visits to the institution, demonstration, parent-teacher meeting and various types of publicity. Parents should be informed about the objectives of physical education and sports and the means by which they can be attained. They should know about the physical education operating and its best.

- What parents want to know about physical education and sports. Corresponded very closely with what they should know. The following items are suggested as being of utmost value for publicity purpose for the parents.

- Progress and achievements of their wards in particular and students in general:
- Methods of instructions:
- Health and physical fitness status of students :
- The programme of activities:
- Need for physical education and sports:
- Intramural activities :
- Teacher and facilities available : and
- Attendance and behaviour of students.

3. **Colleges:-** A very important public for the physical education department is the teachers of other departments in the same institution . Good public relations with this group will pay very valuable dividends. If they are favourably disposed towards physical education and sports, they can become effective publicity agents themselves. support of the other teachers can be won in the following ways :

- The most important step in this regard is to develop an educationally respectable programme, which merits a place in the institution. Other teachers respect physical educators who are educators.
- Physical educators should play their role as teachers. The more they associate with other teachers professionally and socially the better will be the public relations with this very important group.
- Cooperation of other teachers can be easily gained if the sports director and coaches demonstrate interest and support the policies and purpose of the institution.
- Other faculty members should be involved in the activities of physical education and sports in one way or the other e.g. conducting interdependent or inter-institutional matches of teachers ,providing sports facilities for teachers and/ or their wards in the activities e.g. swimming pool, Badminton, Table –Tennis etc. In this way they will feel associated with the department and will get first hand information.

4. **Principal and Supervisor:** - This is very small but the most effective public. Additional facilities and infrastructure for the department of physical education and sports can be obtained only if the supervisor is convinced about the merit of these. Physical educators win the support of their principals and supervisors in the following ways :

- They should become part of the term in trying accomplish the objectives of the institution
- They should be loyal and cooperative towards the institution
- The best way to win their support is to share favourable information, come to their attention from students, parents , other teachers and various publicity media

- An annual report that cites the progress and present status of the programme and indicates the needs and problems is invaluable in interpreting the programs to this particular public

CONCLUSION: Teachers of physical education and sports have a major responsibility in the public relations programme of their department. In the daily interaction of teachers and students, the most lasting and vital public relation are created. The teacher is directly in touch with the students and work more intimately with them, than the other faculty member. Whatever the media of publicity used, the public relations in physical education and sports depend upon the initiative, enthusiasm and sincerity of physical education personnel, particularly the teachers.