



COMHALTAS

**Public Relations**  
*Pádraig Ó Flannagáin*

---

Cothromaíocht  
Aibreán 2022

# Public Relations [1]

---

- The Process of influencing the attitudes and opinions of a group of persons in the interest of promoting a person, product, idea or institution

## Public Relations [2]

- ‘ a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its public’

# Objectives of COMHALTAS

- To **promote** **Traditional** Irish music
  - Special emphasis on Harp and Uilleann Pipes
- To **promote** **Traditional** singing
- To **Promote** **Traditional** dancing
- Tacaíocht a thabhairt do usáid/labhairt/**forbairt** na **Gaeilge**

# Image

- COMHALTAS = Group of like-minded people
- Happy
- Generous
- Reliable
- Supportive
- Traditional Arts

## Image [2]

- Voluntary Organisation
- Enrich Community Life
- Cothromaíocht – Equality, Respect, Opportunity
- Branch Structure, accessible to all (at a branch near you)
- Gaeilge agus Fáilte–friendly environment

‘Perfection’

Music

Informal

Happy/Enjoyment

Care free

Colour Contrast

Instrument Contrast

Artist Contrast



*Photo. M Gaffney*

# Demands on the PRO

- To understand the objectives of the organisation (COMHALTAS)
- To understand the IMAGE that the organisation wishes to convey to the public
- To have a clear understanding of the concept of 'BRAND'
- To understand the different methods of communication and how to derive benefits from them all



# PR Objectives

- PR Objectives
  - Promote activities
  - Promote participation
  - Enrol young members
  - Promote links with other organisations
  - Promote Public Awareness (of Comhaltas)
  - Improve media relations

# PR Plan

- PR Plan
  - Review of present situation
  - Determining the objectives
  - Who is the audience
  - Selection of media and techniques
  - Budget
  - Assessment and review of results [Plan Do Check Act] (*referred to as the PDCA cycle*)

**SAMPLE:****Fleadh 2022**

<b>Event</b>	<b>Date of Event</b>	<b>Relevant PR contacts</b>	<b>e-mail</b>	<b>mobile</b>	<b>Date to make contact</b>
<b>Ceile</b>	<b>01/08/2022</b>	<b>Set Dancing News</b>			<b>*01/04/2022</b>
		<b>Midlands 103</b>			<b>15/07/2022</b>
		<b>Print media</b>			<b>08/06/2022</b>
		<b>Social Media</b>			<b>15/05/2022</b>
		<b>Ceili House</b>			<b>Aug 2021</b>

# Publicity Planning

- Pre-event Publicity
  - At announcement of the event
  - At advertising of specific events
  - Occasionally in intervening period
  - At Press Launch
  - At Official Opening (if extended event)
- Post event Publicity
  - Comprehensive Report
  - Images

# Brand



- Note the type of font
- Use it on all publications, venue signs, direction signs
- Ensure that it is seen at photo opportunities
- Think of the 'Harp' image and Guinness

# Awareness of media 'pressure' (Don't be naive)

- Deadlines
  - Be on time
  - 'Click button on Sun night' (for attention on Mon morning)
- Cost
  - 'What's in it for media outlet'
  - Media outlet must survive commercially
- Space
  - At editor's discretion

# Methods of Communication

- Electronic submission (e-mail)
- Hard-copy submission (letter)
- Oral
  - Direct (audience)
  - Indirect (phone, radio programme)
- Social Media (Facebook, Twitter etc)
- Website
- Posters & Signs, Leaflets

# Types of Publicity

---

- Paid Publicity
  - Paid by size/duration
  - Specific location in paper or time-slot on radio or TV
  - Predetermined text
  - Cost is determined by location of ad in paper or the time of broadcast on TV/radio AND the size/volume of the ad



## Types of Publicity (2)

- Free publicity
  - No fixed rules
  - Depends on editor/producer
  - Volume of content not predetermined
  - Exact location (paper) not predetermined and the editor may reduce the printed content
  - Depending on priority of the day, you may not get what you wanted (print or broadcast)  
**but appreciate what you get**

# Press release

- Essential Components
  - Who What Why Where When
  - News must be current
  - Caption ‘catchy’ and content interesting
  - Well written (correct spelling)
  - Include ‘direct quotes’ where appropriate (i.e. M.D. Higgins at Culturlann)
- Provide Images (pictures)

# Content

- Who (Global)
- What
- Where
- When
- Why
- Who (Individual)
- Additional material (relevant)
- Fleadh FEC
- Concert
- Mullingar Park Hotel
- On Sun 1<sup>st</sup> May 2022
- To raise funds for Fleadh Cheoil na hÉireann
- Pádraig Ó Flannagáin
- Admission €10.00. Proceeds .....
- Further information/Ticket availability

# Why electronic communication is the more effective

- More likely to be acceptable to print media because the 'work' is done.
- Send to multiple recipients at once
- PRO controls the emphasis of the text
- Relevant Photos can be included with accurate descriptions
- The Logo can be provided as part of the document
- Useful as background info to broadcast media even if it is to be followed by interview etc
- Lends itself to keeping an accurate record of material submitted and the creation of local archive

# Liaison with media

- **Build Relationships**
- Recommended to establish 'contact' with the relevant people in the different media outlets.
- Local papers, local radio, national papers, national radio, R na G, TG4, website [www.comhaltas.ie](http://www.comhaltas.ie)
- Use high quality photos (perhaps professional)
- Use clear heading i.e. COMHALTAS concert

# High Quality Pictures

- Set Camera to High resolution (some older phones not adequate)
- If using a flash, do not place the subjects in front of a wall (shadows on wall will distract)
- Do not place subjects in the middle of clutter (library)
- If surrounding light is dim, use the 'red-eye-reduction' setting of the flash mode
- Set up the shot to ensure that the screen is filled with the subjects facing towards the camera (informal OK)
- Balance the subjects for height
- Concentrate on upper bodies
- Follow focus instructions & avoid camera 'shake'



# Preparation for Local Radio

- Be prepared
  - Make contact with presenter or production team beforehand
  - Full knowledge of all relevant activities
  - Details of further information i.e. websites, flyers etc
  - Bring '*aide memoire*' cards but avoid 'rumaging' through lots of paper in studio
  - Turn off the phone



# Relationships

- Other Co Board Officers
- Branch PRO's
- Provincial PRO

# Communication with Branch PRO's

---

- To Inform
- To Educate
- To Assist


# Website

- [www.comhaltas.ie](http://www.comhaltas.ie)
- The Press Room
- Downloads
- Logo (download or 'right-click, copy and paste')
- Other COMHALTAS images also available

**GO**[Advanced Search](#)[Home](#) » [Press Room](#)[HOME](#)[ABOUT US](#)[BLOG](#)[LOCATIONS](#)[EVENTS](#)[EDUCATION](#)[THE MUSIC](#)[PRESS ROOM](#)

## Press Room

### PRESS RESOURCES

- ♦ [Contact Us](#) – find the [Comhaltas](#)  members directly responsible for each aspect of our operations.
- ♦ [Downloads](#) – Find artwork, logos and documents relating to Comhaltas and our mission.
- ♦ [Press Releases](#) – learn about upcoming events and see

### CATEGORY ARCHIVES

- ♦ [Press Releases](#)
- ♦ [Downloads](#)

### MONTHLY ARCHIVES

- ♦ [November 2008](#)
- ♦ [October 2008](#)



COMHALTAS

[Download Now](#)

Comhaltas Ceoltóirí 

a white background.

Open Link

Open Link in New Window

Save Target As...

Print Target

Show Picture

Save Picture As...

E-mail Picture...

Print Picture...

Go to My Pictures

Set as Background

Set as Desktop Item...

Cut

Copy

Copy Shortcut

Paste

# Gaeilge Abu Logo



# Oifigeach Caidrimh Phoiblí

focal.ie

SONRAÍ Á SEICEÁIL AR BHONN LEA  
CONTINUOUS DATA-CHECKING IN P

Bunachar Téarmaíochta  
Terminology Database

Cúrsa Scileanna Foclóra  
Dictionary Skills Course

Eolas faoi focal.ie  
About focal.ie

Cuardach Tapa  
Quick Search

Cuardach Casta  
Advanced Search

Liostaí Aibíteach  
Alphabetical Listin

Téarma • Term:

public relations officer

Cuardaigh • Search

Cabhair • Help

Giorrúcháin • Abbreviations

Teagmháil • Contact: focal@dc

## Béarla/English (1)

*Torthaí beachta • Exact matches (1)*

**public relations officer** s

- = PRO *abbr*

oifigeach *fir1* caidrimh phoiblí

# A Ghaeilge

- An Ghaeilge
  - Cornerstone of Comhaltas image
  - Always avail of opportunity to use some Gaeilge (example: seanfhocail in Fleadh Clár)

*(available in numerous websites)*

- Significant Comhaltas funding based on 'Gaeilge'



# Retention for archival records

- Vast quantities of written and photographic records created
- How is this retained
  - Scrapbook or hardcopy files
  - Electronic storage (External Hard Drive, memory stick)
  - Branch website
  - Cloud storage (Dropbox, GoogleDocs, WikiSpaces)
- Observe Data Protection Requirements (*Do not keep personal data longer than required*)

# Final Thoughts

- Activity is the ‘life-blood’ of Comhaltas
  - Classes, festivals, education, publications, archive, bi-lingualism, volunteerism.
- PR is the ‘Oxygen’ carried by the blood
- The success of the ‘event’ will greatly depend on the effectiveness of the PRO

# Social Media

- Benefits
  - Message instantly received
  - Bring up-to the minute news
  - Reaches huge audience
- Awareness of Platform use
  - Facebook (Messenger), Twitter, Instagram, Tik-Tok, WhatsApp
- Soc Media used 'on the move'

# Website

- [WWW.COMHALTAS.IE](http://WWW.COMHALTAS.IE)
- [WWW.FLEADHCHEOIL.IE](http://WWW.FLEADHCHEOIL.IE)
- [WWW.COMHALTASLIVE.IE](http://WWW.COMHALTASLIVE.IE)
- <https://archive.comhaltas.ie>
- <https://admin.comhaltas.ie>

# Focal Scoir

- Sin é
- Go raibh maith agaibh as éisteacht