

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 Uileann 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'

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

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

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 1st 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
- 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
- The Press Room
- Downloads
- Logo (download or 'right-click, copy and paste')
- Other COMHALTAS images also available



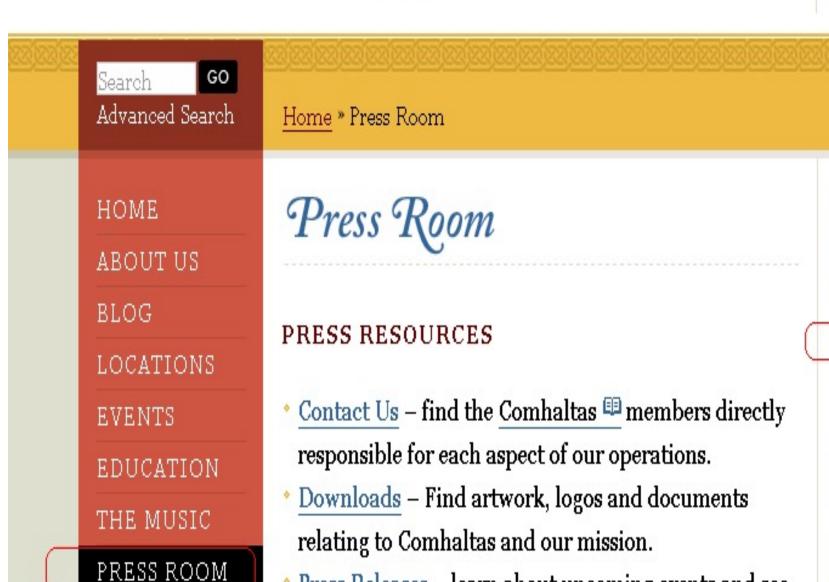
English | Gaeilge

Contact Us

Newsletter & Feeds

Glossary

Site Map



Press Releases – learn about upcoming events and see

CATEGORY ARCHIVES

- Press Releases
- Downloads

MONTHLY ARCHIVES

- November 2008
- October 2008



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...

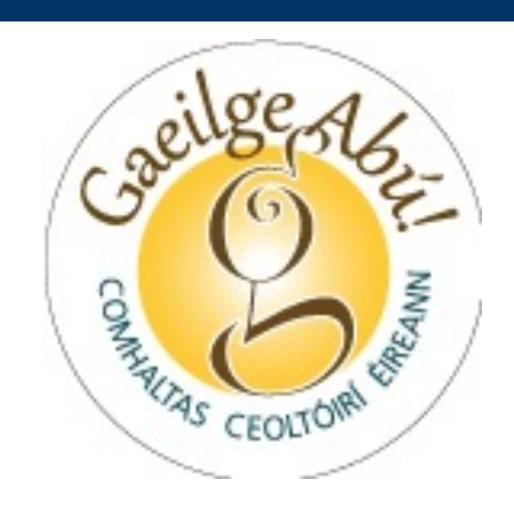
Cut

Сору

Copy Shortcut

Paste

Gaeilge Abu Logo



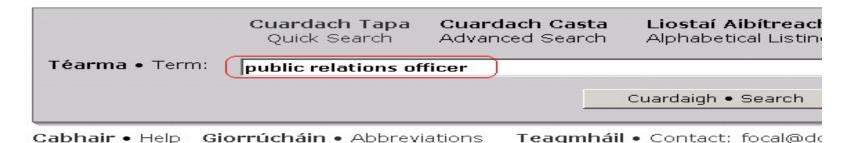
Oifigeach Caidrimh Phoiblí

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.ieAbout focal.ie



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
- WWW.FLEADHCHEOIL.IE
- WWW.COMHALTASLIVE.IE
- https://archive.comhaltas.ie
- https://admin.comhaltas.ie

Focal Scoir

• Sin é

Go raibh maith agaibh as éisteacht