

“PUBLIC RELATIONS IN AVIATION INDUSTRY”

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**THIS DISSERTATION IS SUBMITTED IN PARTIAL
FULFILLMENT OF THE PROJECT WHICH IS REQUIRED
FOR
EXECUTIVE BACHELOR OF BUSINESS ADMINISTRATION
(AVIATION OPERATION) OF UNIVERSITY OF PETROLEUM &
ENERGY STUDIES, INDIA**

**CENTRE FOR CONTINUING EDUCATION
UNIVERSITY OF PETROLEUM & ENERGY STUDIES,
DEHRADUN**

Acknowledgement

This is to acknowledge with thanks the help, guidance and support that I have received during the Dissertation. I have no words to express a deep sense of gratitude to the management of **UPES and Speed Wings Academy** for giving me an opportunity to pursue my Dissertation, and in particular **Mr. Mohasin Basheer AGC** for his able guidance and support. I must also thank **Nimmi Banga and Mala Prasad** for their valuable support. I also place on record my appreciation of the support provided by **Zaveed Basheer Ahamed** and other staff of **AISATS AND SINGAPORE AIRLINES DELHI STATION**.

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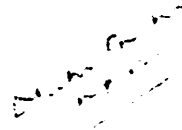
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TABLE OF CONTENTS

Acknowledgment	2
Table of contents	4
Table of figures	6
1. Introduction	7
2. Literature reviews	8
2.1 History of public relations	8
2.2 Understanding PR skills	9
2.3 Public relations in aviation industry	10
2.4 The growth of PR in aviation	12
3. Research methodology and plan	15
3.1 Public relation process	15
3.2 Crisis issues	17
3.3 Issues in PR. Airport operation	19
3.4 Issues in PR .Air operators	21
4. Findings and Analysis	24
5. Interpretation of results	26
5.1 PR. Tricks of the Trade	26
5.2 PR and branding	30
5.3 Challenges in public relations	35
5.4 Importance of ethics/ Transparency/Integrity/Neutrality	40

6. Conclusions and scope for future work	45
6.1 Maintaining positive public relations	45
6.2 Media and its types	47
6.3 Do's and Dont's of electronic media	49
6.4 Handling the media	50
6.5 Types of crisis	52
6.6 Stages of crisis	53
6.7 Conclusion	55
Reference	57
Bibliography	58
Appendix	59

TABLE OF FIGURES

Figure 1: Growth of PR in Aviation

14

Figure 2: Brand Organization

33

CHAPTER- 1 INTRODUCTION

Public relation essentially embodies the concept of managing perception and creating goodwill for an organization. Public relation activities are aimed at accomplishing the goals of building strong and positive relationship with customers. Contemporary aviation sector is heavily regulated and scrutinized. Growing competition in this sector has brought in its wake opportunities as well as threats. Financial pressures, new technologies and shifting public agendas are some of the prominent changes that have taken place in this sector. Low-cost airlines no frills operators, environmental challenges and rising fuel costs have all had a massive impact on companies that operate in this sector. There is need to understand dynamics of the market in terms of changing business model and the challenges faced by companies that are operating in the aviation sector. PR plays a vital role in propagating strategies and plans which can give the firm a competitive edge among its contemporaries operating in the aviation sector.

Thus public relations as a discipline assumes added importance in aviation. Public relation functions in the aviation industry incorporate promoting, branding, strategizing and crisis management. Launching a new aircraft, promoting the prowess of an aircraft, effective crisis management during a crash, representing clients at trade shows and spearheading corporate social initiatives are some of the other prominent PR functions.

CHAPTER-2 Literature Review

History of public relations

The growth and development of public relations can be distinguished into three major parts, the early stage, evolutionary Era and modern era. During the early stages of growth with the advent of the First World War, public relations as a profession had an impetus growth the number of people taking up pr as a profession grew immensely, this was just a start to one of the most significant profession of the 21st century. During the American Revolution, a stream of public relation expert emerged who adopted their writing and oratory skills to voice their opinions to stimulate peoples thoughts. These revolutionaries who mastered oratory skills to voice their opinions to stimulate people thoughts. The second important phase for public relations was the evolutionary stage, which propelled the growth of public relation to an all-time high. The economic boom which occurred post world war. Completely changed the scenario for the growth pf public relations. The was the age when public relation has an impetus growth in capitalist America and was exceptionally made part of private industries as well as government bodies. Public relation had developed into full grown profession by the late 1960's a lot of firms continued to progress and developed a leading name for them in the business. Looking at the need of the ever- growing market, serval top notch companies all around the US and also through the world took assistance of PR expertise to enhance their business, some of the leading companies had special units or departments , while other specialist were directly reporting to the top management of the organization. Edward Berny's, whom many have considered the founder of modern public relations, wrote, "The three main elements of public relations are practically as old as society: informing people, persuading people and integrating people with people.

In Egypt, much of the art and architecture (statues, temples, tombs) were used to impress on the public the greatness of priests, nobles, and scribes. In ancient Israel, the Bible and other religious texts became a powerful means for molding the public mind. With the growth of the Hellenic world, the word, both written and spoken,

exploded as a force for social integration. And the Athens marketplace became a center of public discussion concerning the conduct of business and public life. Oratory flourished, and the public interest became a central concern of philosophical speculation.

Understanding PR skills

Public relation activates are aimed at accomplishing the goals of building strong and positive relationships with the users/ customers/ communities. These activates are aimed to bridge the gap between an organization and its target and future prospects. The key aspects of public relations department involve cons of the business. Every public relation department aims to strengthen the reputation organization it is affiliated to. Considering todays extremely completive market, the PR department a vital role in propagating strategies and plans which would give the firm a completive edge and contemporaries. A public relations agent would provide valuable service to the organization to help understand the market, media and customers, which is also pivotal to the aviation industry. Public relations in the aviation industry sets from the organization which it function the PR term of the organization has to do policies or plans adopted by the term will effect on the functioning of the organization. Shareholders another aspectswhich is closely linked to the PR teams their views while planning strategies and polices. Business partners are a recent addition to the PR entity, which needs to be given equal importance. Some of the major air carriers have business partners which might not be from the same industry, if the air carriers have business partners which might not be the same industry. Organization would understand the value of employee's dialogue and creating an environment for the betterment of employee satisfaction. The PR teams would advise strategies and policies which would be able to derive at such goals, employee interaction is necessary because it is the internal force which keeps the organization running.

Getting media visibility can be difficult, but free coverage for you and your company is invaluable for promoting your brand and your products or services. Media coverage can either generate new business or drive it away. The challenge is not only

how to get exposure but to ensure you get your key message across in the way you want. This media training, run by an experienced news and print journalist, will give you lots of practical advice on how to pitch ideas, write press releases and get positive publicity for your business.

Public relations in aviation industry

In the aviation industry are no different, the PR department of the various entities of aviation industry aims at demonstrating services which are of world-class level and effectively and efficiently manage air travel. Public relation essentially the concept of catering to good customer services, which is the major revenue generator of the industry. A public relations department would require distributing generated releases and information to local, state and at times international media, in short keeping the concerned people associated with the organization informed about the various current and future projects. pr department in the aviation industry is required to being tandem with the travel-tourism industry, this would require to be PR department of a specific air operator to travel and seek knowledge about national and international market places. Employees, shareholders, users, business partners are the integral part of business, information, proposal, future and current ventures and undertaking should be coordinated with them. When crisis occurs, negative views and opinions are expressed in the media. For instance if an air craft meets with an accident, the public relations department for the concerned organization would help mend the reputation and goodwill of the company. This would be successfully implemented by recognizing the key responsibilities that would showcase a dependable and secured airlines company.

Public relation is essential to nurse the relation with local, national and international news organization and provide them with accurate news and updates at regular intervals. One of the major contribution of effective public relations is handling strenuous crisis situation, proves to be the litmus test relation department. Handling such situations during emergencies and safeguarding the relation is an integral part of such relation department. An aviation personnel would require an on-going customer communication program that includes special events annually on topics of interest to

travellers, publishing traveller's guides. Public events and shows. A public relation specialist also needs to look after the various environmental communication programs. Such programs would include activities pertaining to green airport, environmental forums and events techniques in source recycling and reduction, usage of alternative fuel vehicles, water and energy conservation resources, step taken to improve air quality. The public relations efforts of the U.S. airlines to restore consumer confidence in the industry in the wake of the 9/11 crisis are examined in this manuscript. The data demonstrate that following the crisis, the airlines engaged in strategic communication to restore their image and that of the industry as a whole. Also, following the prescriptions of crisis communication theory, the airlines enacted crisis-response strategies such as suffering, mortification and ingratiation. Crisis-response strategy selection was influenced by the type of crisis experienced, as predicted. The implications of these results for researchers and practitioners are discussed in this article. India's civil aviation industry is on a high-growth trajectory. India aims to become the third-largest aviation market by 2020 and the largest by 2030.

The Civil Aviation industry has ushered in a new era of expansion, driven by factors such as low-cost carriers (LCCs), modern airports, Foreign Direct Investment (FDI) in domestic airlines, advanced information technology (IT) interventions and growing emphasis on regional connectivity. India is the ninth largest civil aviation market in the world, with a market size of around US\$ 16 billion.

"The world is focused on Indian aviation – from manufacturers, tourism boards, airlines and global businesses to individual travellers, shippers and businessmen. If we can find common purpose among all stakeholders in Indian aviation, a bright future is at hand," said Mr. Tony Tyler, Director General and CEO, International Air Transport Association (IATA). India's civil aviation industry is on a high-growth trajectory. India aims to become the third-largest aviation market by 2020 and the largest by 2030.

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International Air Transport Association (IATA). This role also provides leadership and support in the delivery of global PR objectives related to the company’s commercial priorities and strategic initiatives. You should have a minimum of 5 years PR management experience in house or with an agency. Extensive Middle East experience is a must, preferably in the context of a global organization; airline experience with an empathy for the travel industry and B to B market place would be seen as an advantage.

This is a senior level position and as such you should be able to operate at a senior level with previous proof of the ability to plan manage and develop corporate brand and public relations programmes that employ creativity and use a variety of tools forums and media. You should also have proven crisis management experience. Intellectually bright you must also be a strong team player and be self driven with an innovative and creative flair for spotting unique solutions.

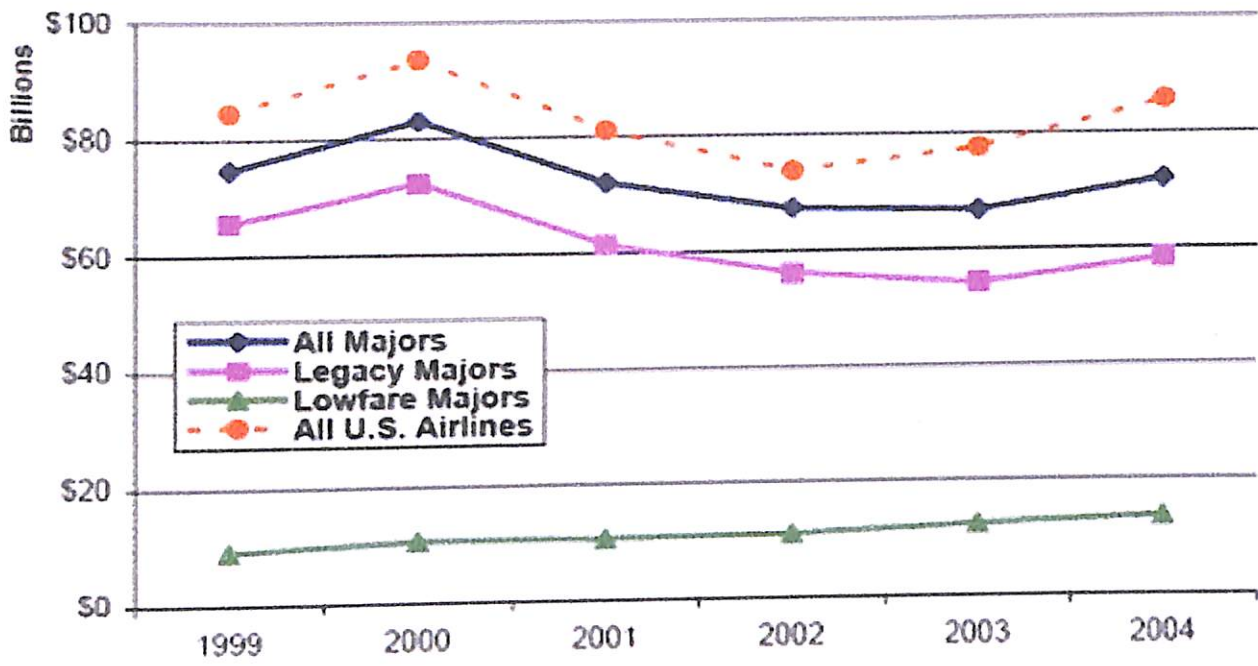
The Growth of PR in Aviation

As well know that the public relations in the aviation industry are no different for any other industry the basic tasks of promoting, branding, strategizing, and crisis management remains the same with in significant growth and innovation in technology, this has helped to reach information and news to various quarters of the society. A leading PR firm surely does make use of the variables quarters of the society. A leading PR firm surely does make use of the available tools and techniques to communicate with its audience and the media. But what challenges and hindrances they face is something to

take note. Today's aviation business is accustomed to a lot of pressure and difficult situations, some of the airlines operators have drastically lost air traffic due to crisis situation and the inability to come out of such situations has further harmed the growth of aviation industry. In the aviation industry, public relations is looked the way business and the people who work there present themselves to the public. Public relations and media go hand, with the availability of high – tech gadgets and cutting edge technology sending and receiving information is done with absolute ease. Internet being one such technology which has changed how news is perceived throughout the globe. name for an organization, this PR and customer service is extremely important in the aviation industry, any leading air operator and or airlines operators would know how essential it is to dedicate services to these two aspects of the business, good customer service is needed for every industry to be successful, good public relation is needed to create a brand name and organization, this would help the organization in getting larger air traffic and contributing to the success of the firm. Strive hard,

Every successful PR organization would dwell in effective brand building, this includes using the right techniques and tools for promotion, and other such media activates. The PR industry has every well understand that a good business name or the product name, the public relations team of an airlines company would create such image for the company by regular. crisis situation like an emergency landing, security issues, customer complaints us the crunch situation not hamper the company reactive of any field every organization strives. PR campaign isn't easy the strategies planning and marketing that could be unique and might involve activates insulating different through processes when Indian airlines decide shift from being government organization to a profession organization this lead to mammoth transformation in its functioning this government run airlines revamped their adverting and marketing tactics to become more commercially viable in increase the air traffic.

Growth of PR in Aviation



CHAPTER- 3 RESEARCH, DESIGN, Methodology and Planning

Public Relation Process

A good public relations strategy helps to get the desired results and achieve the targets for the organization a lot policies and planning goes in the making of such stagers. In such strategy determination practices to achieve desired results and help the organization to make the most of the arability opportunities. It is imperative to know how the PR process works. The procedure starts with an idea, thought, feedback or any constructive suggestion given by the employee's management, customer, stake holders, and general public and so on. This serves as the back drop for a well-planned and well executed strategy. Knowledge is important because no task would be complete if there isn't adequate information about the market the organization is intending to venture into. If air carrier wishes to start new domestic flights. It would take the assistance of its PR departments to carry out research work and surveys to generate information about customer opinions and suggestion. Study the market with regards to the pros and cons of the strategy and then only go ahead and plan accordingly without having adequate knowledge, the organization cannot make policies and plans. Because it might not give desired results. Planning is the next important stage in the process of public relations, as well designed plan lays out the specific objectives. It would also the prefer outcome and establish a time frame for the project. Implanting the process if there is no implementation there won't be any use of the efforts in by the PR team

Promotion needs believe relations process, promoting the brand name thought the various mediums of communication is the forte of the public relations team. In today's day and age promotion day and age promotion serves as pivotal marketing the public and the potential buyers aware of the product. The next stage of PR process generating feedback. Then the PR team would gain momentum of it, if the feedback is not satisfactory then the team would plan accordingly and bring in the desired. changes with specific policies, after executing the strategy and thus generating the feedback, the next step would be evaluating the entire public relations strategy.

- ✦ We define, collect, analyze, project, maintain, disseminate institutional data, information and research about all aspects of the University.
- ✦ We provide information, options, assessment to serve the planning, decision-making and performance measurement needs of the University.
- ✦ We are responsible for reporting official university data to faculty, staff, students, provincial and federal governments, external institutions and agencies and the general public.

Institutional Research is traditionally defined as a collection of activities designed to support the information and planning needs of institutions of higher learning. These needs focus on the twin demands of externally mandated accountability reporting and internally directed decisionmaking. Institutional Research should be the repository for definitions and reporting standards that allow clear communication between divisions. Information, not data, is the objective

Planning is an ongoing process for aligning decisions made across the university with a shared institutional vision and strategy. Strategic planning anticipates change, identifies opportunities, and formulates actions based on organizational context and evidence.

The Office of Institutional Research and Planning (OIRP) contributes to the University strategic mission by providing consistent and reliable data to inform and support effective decision-making across all campus constituencies and levels of governance. The OIRP collaborates with the campus community to identify information needs, collect and manage data, provide analysis, and disseminate clear and accurate findings that encourage the transformation of knowledge into meaningful action. The OIRP serves the diverse information needs and reporting demands of the campus and external entities in a timely, unbiased, and responsible manner

Crisis issues

The aviation industry is a booming sector and continues to help the growth and development of many economies throughout the world. Many developing countries have identified the potential and future growth of this thriving sector.

This has significantly benefited the economic, cultural and social cause's worldwide. The advent of foreign investors in the Indian aviation industry has also lead to the usage of advanced tool and techniques in serving customers a lot of instances might occur where the customers is not fully satisfied .there would be situations which would be unwarranted and uncalled for, such events might have an adverse effect on the brand name and image of the organization. A crisis situation is usually uncalled for and can cause heavy damages in terms of reputation and financial loss to the organization. Air travel passengers around the globe can point out at least one experience which might not be among their best experiences. The situation could vary from back of facilities, conditions of the airport, complaints pertaining to services provided or could be general feedback the customers wishes to offer to the industry. There have been instance that if such quires are not handled at an early, it might lead into future problems to the industry, complaints relating to the safety and security should not occur, any shortcomings in these services would direct to dire publicity for the organization. The PR team might even succeed the damage control strategy for the organization, but it is the e necessary that there should be provision followed by every airport and air operator that much events should be totally avoided. All attempts should be made to make air travelling safer and convention for the traveller, for which ground staff , operations team , flight crew and other such departments are liable for pr and customer service are two important aspects of aviation industry.

The public relation and operations management team would make sure that any crisis issue will be dealt with care and sorted out at the earliest, these are important in order to make crisis issue will be dealt care and sorted out at earliest these teams are important in

order to make air travel hassle free, most of the emergencies accounted by an airline companies are accidents which change the complete functioning of the organization apart from huge financial loss these have emotional and professional impact on the working of the internal organization too. When an air carrier meets with air calamity the aftermath of these events are gruesome, the public relations as well as the top management have to carry out a lot of damage controlling measures to maintain the image and prestige of the organization, the media scandalmonger claims views and the exasperated general public might have an adverse effect on the maintain management organization.

The reputation of an organisation influences who we buy from, work for, supply to and invest in. In today's complex environment, organizations have to understand and respond rapidly to shifting public values, rising expectations, demands for public consultation and increasingly intrusive news media. This is particularly important when things go wrong.

Crisis, Issues and Reputation Management outlines a comprehensive approach to managing situations that may turn into crises; handling crises once they occur; and features a wide range of case studies of brands who have had to respond to a variety of crises including Nestle, Unilever, General Electric, McDonald's, Coca-Cola, Cadbury, Tesco, Pan Am, RBS and more. *Crisis, Issues and Reputation Management* defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including advising companies on how to approach issues of Corporate Social Responsibility.

- When a PR crisis comes about the first thing you need to do is: nothing. Stop, close your eyes, and take five slow deep breaths. Why?

You need to be calm; your team is depending on you, and if you're calm you will be better able to control the situation by keeping everyone else on the team calm. We make better decisions when we are calm and in control than we do when we are panicked. Depending on how things go, you may need to repeat this step a few times.

- Take a few minutes to get in touch with all customer facing employees (other PR team members, the social media team, customer service, etc.). Brief them on what happened, the steps you will follow to react to the issue, initial instructions on how/if they should communicate externally, expected timeline for reaction, and how they can help. I suggest asking each of these folks to begin tracking the PR crisis on their individual channels using the media monitoring tools at their disposal (more on that later) and keep you informed of any and all developments.
- Now that you're calm and everyone's informed (which will drastically reduce your inbox submissions from your colleagues), you need to get the full story. Use your connections in the organization to determine exactly what happened. You need to know the entire story from an internal perspective, and how your customers perceive the incident externally. This can be the most time consuming step, but also the most important: you should not react to a PR crisis if you don't know exactly what happened and why it happened.
- Is this PR crisis having an immediate impact on business? Will it have a future impact on the business? Before you react, it's important to know how your decisions will impact the business, revenue and your brand reputation. This step will be very important as you begin to make decisions on messaging and your overall corporate stance on the crisis.

Issues in PR: Airport Operators

Crisis can take any form or reason, it is therefore imperative that the airport management should have a team that would be able to handle such strenuous situations. Natural calamities, epidemic outbreak or security lapses continue to be a challenge not only to the operations management team but also the public relations department. Every crisis situation has financial and social implications on the aviation industry, to come with a plan which would not harm the imperative. When an air crisis occurs, the reputation and goodwill of the organization could be jeopardized and therefore it becomes highly imperative to understand the nature of crisis and adopt significant crisis management policies. Public relations team for an airport would generate goodwill for

the air carrier, public relations department for an air operator would be significant link for exchanging information and promoting the air carrier. It also needs to maintain ties with the media and continue build relationship b/w the management and the media

Every public relations is the think tank of the organization , for an air operator the public relations department has to be constantly in tandem with global affairs and accordingly set policies and plans for the marketing and branding of the organization, being innovative, creative and at the same being equally fulfilling towards the customer is essential. A leading PR department for an air carrier also needs to be flexible in terms of adopting public relations. Maintaining effective are the requisites of an air carrier PR department. Crisis or an emergency situation should get the best of the public relations department facing risk and taking up responsibility are two positive attributes that arise from such situations. The recent swine flu epidemics, floods, internal aviation crisis and other scenarios have made the public relations department more war and ready to face if such situation occur and what precautionary steps are required to be followed. Airports are probably the most complex organizations in aviation. Airports are often presented as a city within a city where anything can happen and sometime does. Airport managers must have the capacity to deal with complex and sometimes political issues.

The Airport Communications & Public Relations course prepares airport professionals and managers to deal with the communication issues that may arise in daily but also in exceptional airport situations. Participants will learn the principles for creating strategic communication messages, which are aligned to the organizational mission and vision as well as provide the framework to address any communication issues that an airport professional may face. Under general direction, this class is responsible for the planning, implementation and coordination of the San Francisco International Airport's Communication Program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), creating broad public awareness, and understanding and effectively communicating the Airport's policies and programs Positions in this class serve as assistants to the Associate

Deputy Airport Director or other high-level managers in Communications and Marketing by providing professional, analytical and technical support in the development of a comprehensive public, community, and corporate relations program for the Airport. Incumbents in this class research and make recommendations on issues related to the Airport, tenants, public relations, and community; organize and coordinate special events; prepare drafts and designs of news releases, articles and reports for the Airport in print and/or electronic forms; maintain information content to ensure timeliness, accuracy, and integrity as well as uniformity in the overall audio/visual presentation of the Airport website. May manage the daily operations of sections within Communications and Marketing, including budgeting, maintenance of records. May supervise subordinate staff.

Issues in PR: Air Operators

Throughout the world there have been significant crisis which have enough back ground and. Support to help the aviation industry in teams of effective crisis management. Today a world class airport attracts enormous air traffic. It is a herculean task to manage such a large number of traffic on a daily basis. Airport managers continue to be most stressed in this turmoil not they have to maintain that every task is midst, if an air carrier faces a crisis situation, it becomes imperative that public relations department takes every step to avoid any negative implications of the crisis on the general public. One of the major issues faced by the airports in the 21st century is the causes of noise effluence by the air carrier to its neighbouring surroundings, also nitrogen oxides, carbon monoxide and unburned fuel generated by air craft continue to be an issue with many environment. The public relations department of an airport has to initiate activates and plans which would generate views about the airports stand on profiting any usage of material which would damage the ecological system. There has been great awareness of environment activates in the India aviation industry and to quite an expert there have been significance changes. Apart from this range of issues should be dissected future policies. Such feedback also assistance the public relations departments on handling the

air traffic activities. Which would eventually enhance the brand image about organization, and curtail any negative economic, social or environmental issues.

Another factor which has tremendous flak has been the increasing trend of privatizing Indian airport. The public relations department for various airports around Indian persuaded the complex task of converting the staunch sceptics that privatization was for good. Is the approval granted by a national aviation authority (NAA) to an aircraft operator to allow it to use aircraft for commercial purposes. This requires the operator to have personnel, assets and system in place to ensure the safety of its employees and the general public. The certificate will list the aircraft types and registrations to be used, for what purpose and in what area - specific airports or geographic region. As an AOC shows the acceptance of the relevant NNA of the operators personnel, infrastructure and procedures, it holds value. In most jurisdiction an AOC may be sold or acquired to prevent the arduous process of gaining regulator acceptance for a new AOC. This can allow failed airlines to be sold as a going concern and then more easily changed into another business. This has occurred with FLYairline's AOC being bought by Northwest Airlines to start Compass Airlines, now a feeder airline for Delta Air Lines marketed as Delta Connection, and also with Strategic Airlines purchasing the AOC, staff and routes of the failed OzJet airline meeting with you just prior to the formal assessment of your AOC application may be requested by CASA.

This meeting provides you and CASA the opportunity to discuss the application, each other's expectations and address any issues that may arise. The assessing CASA Regional Office will host this meeting

CASA will inform you if a pre-assessment meeting is required and in which case, you The Flight Operations Section conducts oversight of air operators through assessments of general flight operations, including operations manuals and quality systems, as well as the financial standing of air operators. All licenses for flight operations are subject to the Section's approval and control. The Flight Operations Section oversees commercial and private aviation. Assessments of ferry flights are

carried out, as well as technical assessments of Icelandic and foreign aircraft. Furthermore, Operations Inspectors monitor specific flights and verify whether they are conducted in accordance with current rules have to contact the CASA Regional Office to arrange a suitable time for the meeting. The Head of the Flight Operations Section is Pall S Polson Pall completed an Airline Transport Pilot License in 1995 and worked as a pilot on ATR42 and Boeing 737 until 2003. Pall has wide-ranging knowledge of aviation and flight operations and worked, for example, in the flight operations department of Íslandsflug before starting work at the Icelandic Civil Aviation Administration in 2005.

CHAPTER-4 FINDINGS AND ANALYSIS

Adherence to safety and security measures are strict and rigorous through the world, public relations practitioners have valued the importance of better guidance and understanding of the risk factors involved in air industry , what more is required is the awareness of the necessity of guarding sensitive client information , since the current completion is cut – throat and fierce. Learning all the possible security risk and threats faced by the clients and educating them accordingly. Most of the PR agencies affiliated with the major airports and air flying carriers stress on the usage of sophisticated technology of security and inculcating crisis –prevention plans and procedures in their operations. Another important factor that has been of significant help to the aviation industry is the emphasis on review of the crisis management policies adopted by the organization. This would provide enough evidence on the organization preparedness on tracking any crisis issues and help to after any possible treats or failures. Being proactive on the part of the management and staff is very essential, this would reduce a lot of issues and security concerns. An aviation crisis management crisis management policy helps the aviation industry in a great deal. It brings all the facets of the aviation industry together. Let it be the internal team of an organization or the government officials. It proves to be of great help in better analysis of the pro and cons of aviation management. Such policies give a larger dimension to the problem could be solved at the grass root level, one of which being the security and safety concerns faced by the industry. Air operators and airport operators are highly depended on public views and opinions the PR department has to make sure that a proper link is maintained for user feedback. The entire aim for crisis management in the aviation industry is to exchange ideas, opinions and experience which would eventually help to climate.

A public relation department for an air operator or an airport operator would have certain stares or plans in reserve to put use in the time of such crisis. One of the public attributes of a crisis one of the time such crisis. One of the basic attributes of a crisis management policy is being truthful in all the actives carried many a times it would be required to cover up important facts and information from the media and the general

public. Acts that would raise serious question pertaining to the industry and integrity of the profession should be avoided and policies that would generates best results for the general public without maligning the image of the aviation industry should be adopted.

The airline industry faces an extreme crisis situation when the staff of an identification strikes. This paralyses the flight operation and the PR personal plays a crucial role in convincing the traveling public about the non-justification of the strike he/she also has to inform public about the various steps taken by the airline management in this direction and alternate plans made by them. The industry does have its share of struggle and tussles which proves to be learning business. The have instance that the news covered would be angriest the regulation and image of the organization in this scenario the crisis management. PR expires is a bridge between

It gives a better know-know about the organization to the general public and its users. This essential because a good image in the market helps the organization to attract buyers and consumers. One of the great assents of having a good PR team is their constant feedback on various projects and issues related to the company, such feedback proves to be beneficial in taking quick decision. A public relations expert has to go through tremendous work pressure, the job requires of suggestion advices and problems from the public, media and the stake-holders. Tactfully managing a crisis situation and coming out with a positive solution for the oRganization is the benchmark for a PR team, in short it is thinking cap of the organization which is necessary for safeguarding the reputation and image of the company in the market.

CHAPTER-5 Interpretation of Results

PR; PR Tricks of the Trade

The editors of this wittily titled book are sociologists from Strathclyde University and they set out their stall with admirable clarity. Not only is the subtitle "Corporate PR and the Assault on Democracy", but the first sentence reads: "public relations was created to thwart and subvert democratic decisionmaking."

The editors wrote the first and concluding chapters, with the rest being written by an assortment of academics: sociologists, political and media studies scholars, and freelance investigative journalists. The first few chapters take us on a quick tour. The official UK industry definition: "the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics", is substituted with their own version: "a growing body of practices used to advance and inhibit messages in the media and other domains in order to advance."

The rest of the book is devoted to a series of case histories which can be divided roughly into two categories, commercial and political, although there is a fair degree of overlap because so many of the commercial objectives involve political access of one kind or another. Examples include Exxon's efforts to calm fears about global warming, Monsanto's attempts to promote genetically modified foods in Europe, Coca Cola's campaign to reassure about their environmental impact in Latin America, and the salmon farming industry's efforts to assuage fears of excessive use of pesticides.

A number of "dirty tricks" are described but they're not really all that dirty. The authors make great play with the supposed "three ~~Ds~~" of public relations:

- deny anything wrong,
- delay for as long as possible and
- dominate any response

But in my experience these tactics, especially the first two, are now more likely to backfire and would not be recommended by any professional firm. They also chart the growing use of third-party front organizations which appear to be independent but are funded by businesses to support a particular line, referred to in the trade as "AstroTurf's"

- false grassroots. But the most important lesson from all of these examples is that none of them was very successful.

The political case histories include the increased presence of aggressive US consultancies offering "democratic assistance" to political parties around the world, with a particular emphasis on Eastern Europe, a chapter purporting to claim links between Britain's New Labour and the extreme right in the US, the preponderance of corporate lobbyists in Brussels and attempts by political activists on the right in Germany to create a neo-liberal agenda. But the evidence of outright corruption

American political consultants have been involved in Irish elections and although they bring a level of sophistication in terms of more ruthlessly accurate targeting of key groups of swing voters, there's no evidence that they've made all that much difference even though they were used by the two main parties. The chapter on New Labor is too far-fetched to be taken seriously, the reasons for the number of lobbyists in Brussels seem self-evident, and if people want to turn the Germans into little PDs t

The most ambitious venture into "democracy assistance" was the Bush administration's cack-handed attempt to influence Muslim opinion in the Middle East by setting up a US-financed Arab radio station. The result was a complete failure. This book does, however, raise serious issues about the way public relations and marketing communications in general can be used by businesses to influence the democratic process in a way that could be inimical to the rights of the individual citizen around the world. We're not exactly immune to these developments ourselves.

A quarter of a century ago, before the tribunals were a mote in the eye of the Law Library, the newly crowned Freeman of Dublin, Thomas Kinsella, wrote "Dirty money gives dirty access./ And we were the generation/ of positive disgrace". They were to prove prophetic words, but if we want to be equipped to confront "dirty money" in future, we require a more balanced understanding of the processes involved than are presented in this book. For a start we need to accept that the wisdom of crowds means

the public are not nearly as gullible, powerless or intimidated as they may appear from ivory towers.

There is also the fact that the balance of power has now shifted significantly in favor of the public due to new technology. Some of the world's most powerful businesses, e.g. Shell, Nike, McDonald's, have been badly hit by "popular uprisings" in recent years, facilitated by the internet. A good example of the newly empowered citizen is the commercial that has had the greatest impact to date on the 2008 US presidential election, a take-off of the famous Apple Macintosh 1984 advertisement with Hilary Clinton superimposed as Big Brother. It was made for nothing by a geeky Obama supporter, in his living room, using an off-the-shelf editing programmer, then posted on You Tube, and it has already been seen by more than three million people.

But the most powerful defense of all against the ability of corporate public relations to "thwart democratic decision-making" is a professional, authoritative and relentless business press, whose reporters keep a vigilant Siberian Eagle's eye on the business world and never reflect Danny Blanch flower's famous "fans with typewriters" stereotype. International, national and provincial papers, please copy. Such things are perceived by the general public, which would eventually help the pr firm to advocate plans and policies in the long run. Also another significance character of a PR professional is to be in constant concert with the various departments of the organization, this is a customary feature which enables the PR expert to foster great internals as well external relations. In the case of the air carriers, the PR expert has to take care of every policy and what would be the subsequence social, economic and political implications for a national air carrier the role is more testing, most of the PR stories as well through off a lot research is required on the part of the expert or the team to come to a conclusive decision. When India airlines decide to get a makeover for tithe basic strategy adopted by the PR agency was to project India airlines as a Vibrant and youthful air carrier. This idea was imbibed to every air carrier to bring in innovative ideas and concept flight air service. One of the fundamental attributes of The PR industry is to be extremely flexible with the ongoing changes in aviation industry. If the

marketing and advertising strategies need to be revamped, scrapped or changed in the aviation industry. If the marketing and advertising go hand in hand with the PR functioning of the organization, the goal would remain the same, that of marketing the airlines commercially viable.

Public relations are very critical in today's, an organization's prosperity, regulation and survey can hugely be dependent on these factors. Thus it is therefore imperative that the public relations department works in tandem with the policies and strategies of the organization, today public relations have spearheaded almost all the leading sectors, this goes to show how important and valuable services are to the concerned entities. In aviation, the public relations department is supposed to be the core of all promotional and marketing activities and the top management from various organizations have valued the assistance received from the PR department understanding the attitude and mindsets to the consumer, employees, public and the management pivotal. These key factors determine the policy and plans that would be adopted by the public relations team. Consumers are the king of the market, employees are the prospective buyers, therefore it becomes imperative to establish policies and procedures as per the choices and opinions of these factors. Recognizing the importance of customer service is also another key part of the public relations department, it is always advisable to know their needs, preferences and priorities. Just over a year ago, I found myself feeling very fed up that the public relations industry still didn't have a good way of evaluating and communicating the value of what we do. I'm a very ROI driven person and only managed to start a public relations agency at 23 years of age because I was committed to delivering results that had a meaningful impact for our clients. So what to do? We sat down with a research company. What we all thought was a passing fad has in turn proved to be something much more valuable in the Digital PR landscape. Ever since Oxford put a label on the action of taking a photo of yourself (a concept that has been around since the camera was invented).

PR and Branding

It can be hard for a small business owner to distinguish between branding and public relations since both are used to accomplish business goals. In addition, both share foundations such as research, writing, psychology and communication and often the same tools such as social and traditional media. However, it is important for business leaders to understand the uses, strengths and limitations of each discipline in order to avoid wasting time, money and resources. Understanding the differences between public relations and branding starts with untangling the end goals. In a nutshell, public relations is about managing relationships while branding is centered on creating an identity. According to the Public Relations Society of America, "Public relations helps an organization and its publics adapt mutually to each other." Put more simply, organizations employ public relations to manage relationships with their stakeholders such as employees, media, government officials and investors. On the other hand, branding is designed to create an identity for an organization or product. According to an article in "Bloomberg Business Week," an organization's or product's identity is built through creating a personality, promise or lifestyle or a combination of the three. The order of public relations and branding is a key difference between the two. Developing a brand must come before engaging in public relations, advertising, marketing or any other communications-related company activity. Without clear agreement on the identity of the company or product, communications efforts will be scattered, ineffective and a waste of money. Public relations and branding have different subsets. Employee, government, media and investor relations are under the public relations umbrella. By contrast, branding subsets include individual, generic and family branding, brand extensions and brand imagery and naming. While both deal with an organization's reputation, public relations can help a small business owner protect and defend her company during times of crisis. Crisis communication, a subset of public relations, is designed to research, predict and combat situations which disrupt the normal flow of business such as an accident, lawsuit or persistent online or real world rumors. For example, Johnson & Johnson used effective public relations to quickly and openly communicate with the news media and consumers during the 1982 Tylenol poisonings. Through public relations, Johnson & Johnson was able to protect and even solidify its

company's brand in the eyes of consumers. While "branding" a product is all about promoting a term, symbol or a product name, public relations (PR) experts view their job as also pitching something with marketing and advertising efforts. In fact, the internationally known "Coca-Cola" brand owes part of its success to an aggressive public relations campaign that has made drinking Coke akin to apple pie, baseball and other American "brands." There is a view that proper branding mixed with good PR can result in both higher sales.

1.Branding and PR Concepts

Another aspect of branding and PR is linked to develop a customer's interest in product advertising. This goal drives both the act of promoting a "brand" with such things as a public relations "press release." The art of both of these methods is linked to the overall business view of doing every

At the same time, the professionals engaged in both PR and branding use various methods to also attract media interest in a product or service so as to develop positive expectations in the mind of the public. In turn, this method and skill of creating and maintaining brand loyalty with PR methods is "a perfect marketing storm," states a longtime public relations expert commenting online. The expert went on to explain how careful PR management seeks to support a brand's identity in the hearts and minds of consumers.

2.Public relations efforts aimed at branding

Because brand awareness is all about a consumer's interest in recognizing a product thanks to good PR, there are many companies that have a staff composed of both public relations and branding professionals who work in concert to promote a client's business or other offering. In turn, a good product PR campaign is all about top-of-mind awareness, or brand awareness, say experts. For instance, when a customer's are asked to identify a product, the success of a good PR campaign is largely judged on a brand's familiarity.

Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization's brands to all stakeholders. All the elements of corporate brand, from tone and personality, functional and emotional benefits, core message and end goal, to its reputation – if fully leveraged with internal and external audiences – can help raise performance and credibility. Enhancing the awareness understanding and commitment to a brand through public relations is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility. Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization's brands to all stakeholders. All the elements of corporate brand, from tone and personality, functional and emotional benefits, core message and end goal, to its reputation – if fully leveraged with internal and external audiences – can help raise performance and credibility. Enhancing the awareness understanding and commitment to a brand through public relations is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility. A brand is far more than a visual symbol and memorable tag line; it anchors the mission and vision, operating principles and tactics of an organization. Skinner defined a brand as "a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." (Skinner, 1994) A brand goes beyond programs, services, and products, displays; rather, it encompasses everything else about an organization including reputation, culture and core values. As such, it is not simply advertising or marketing. Branding has been referred to as a messaging instrument which helps the business reach its goals and encompasses the promotion of everything associated with the business (Fritz, 2011). The functions of brand include creating an identification and brand awareness; guaranteeing a certain level of quality, quantity, and satisfaction; and, helping with promotion (Onkvisit & Shaw, 1997). The brand can also serve as an organization's spokesperson as part of that

organization's search of legitimacy. The brand affects consumer attitude and perceptions toward the product and, especially applicable to public relations, toward the organization that produces the product. No longer isolated to for-profit business, the past decade has witnessed brands increase in prevalence and importance in the area of sport, politics,

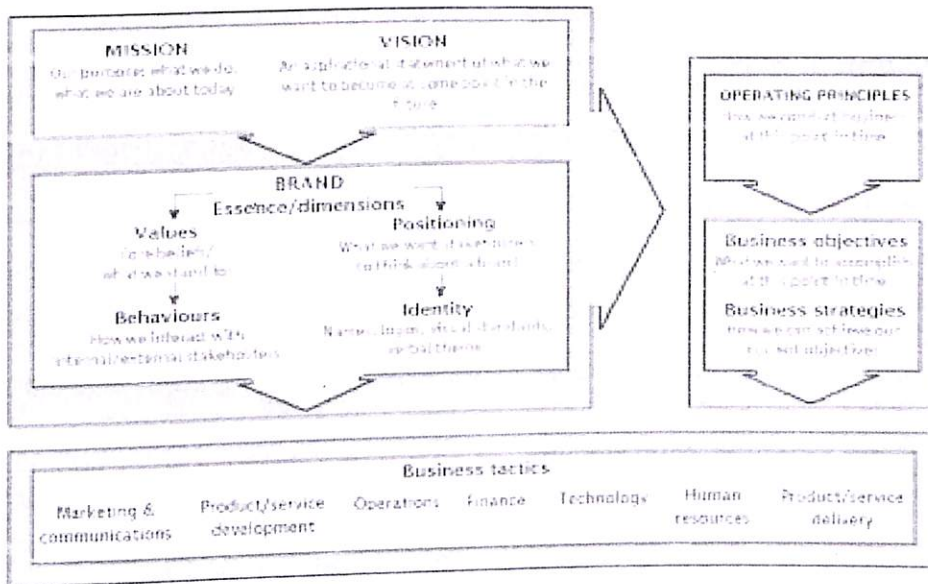


Figure 2 brand organizational context

Public Relations, whether online or through traditional media channels, is a credible way to communicate with prospects. Typical Oxiem public relations campaigns deliver an ROI that is triple that of media advertising, and builds both ~~market~~ market. With proven experience in B2B and consumer media settings, an Oxiem Public Relations program can connect your brand to your audiences by utilizing valuable media contacts to share your news. We start with a strategic plan to identify your brand's unique and newsworthy stories. Then we tailor those stories into articles, interviews, podcasts, news releases and web content and provide it to media and Public Relations strengthens the credibility of your brand by leveraging media channels to tell your stories. The benefit of this earned media placement is the trust it builds with your audience. By sharing with the

media why your brand is unique and the new ways your brand is impacting the industry or your corner of the world, you will position your organization as a market leader.

In addition to media relations and positioning, Oxitem also assists with media training and interview preparation to ensure you have the tools you need to speak with the media in behalf of your brand. Before every interview, Oxitem prepares detailed talking points and research to ensure your brand spokesperson can leverage each interview to the full advantage of your organization. Marketing a brand and building equity requires more than just communicating product benefits to consumers. Skilled marketing communications professionals can help create a significant brand experience that will deepen emotion and drive engagement. No matter what your level of expertise is in brand marketing, you can learn how to build brands with public relations insights, strategies, Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization's brands to all stakeholders. All the elements of corporate brand, from tone and personality, functional and emotional benefits, core message and end goal, to its reputation – if fully leveraged with internal and external audiences – can help raise performance and credibility. Enhancing the awareness understanding and commitment to a brand through public relations is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility. Public relations is critically important to branding; perhaps even its most important element. This is because PR is the primary architect and facilitator of stakeholder engagement, its brief being to be concerned about both the organization and its stakeholders – their knowledge, opinions and behavior. And a brand is built, these social media-powered days especially, as a partnership between multiple entities. There is a range of ways in which PR can contribute to a positive brand impression – events, sponsorship, stakeholder newsletters etc – but, really, brand means big. So unless these platforms are big ones, and there is no reason why they can't be, then they aren't.

Challenges in public relations

The agency business is booming. New opportunities abound. But along with the promise, potential and rewards of running a PR agency these days come significant new challenges and risks. The good news is you're not facing these issues alone. You can learn best (and worst) practices from colleagues and, yes, competitors • sometimes just by asking.

That was our thinking behind this and next week's thought Leader installments. We asked a handful of top agency-side execs for their quick take on the biggest hopes and hurdles they see on the horizon. While these PR vets and others will be delving in greater detail on these (and many more) issues at Bulldog

Reporter's NYC PR Agency Management Summit on September 27 and 28, this digest of their responses below should give you a practical peek into what it'll take to prosper in the year(s) ahead: The biggest opportunity for PR agencies right now is that the way marketers are marketing is totally changing. The days of using traditional marketing tactics—TV, radio, print ads, outdoor boards—is rapidly changing. Much more emphasis is being put on alternative ways of marketing. This shift has put a renewed evaluation of how public relations can take on a much bigger role in the marketing mix. We are also seeing a major merging of public relations and the Internet. We are seeing a major merging of public relations tactics and the use of internet marketing tactics. The biggest opportunity for PR agencies right now is that the way marketers are marketing is totally changing. The days of using traditional marketing tactics—TV, radio, print ads, outdoor boards—is rapidly changing. Much more emphasis is being put on alternative ways of marketing. This shift has put a renewed evaluation of how public relations can take on a much bigger role in the marketing mix. We are also seeing a major merging of public relations and the Internet. We are seeing a major merging of public relations tactics and the use of internet marketing tactics. PR agencies that are going to grow and succeed will build client confidence in our strategic counsel and our ability to project our clients' voices in an increasingly cluttered environment. As long as we are seen as media-centric, a fair criticism in many cases, our opportunities will be limited. Most firms have an opportunity to expand their capabilities and focus on problem solving for clients rather

than media relations as a one-legged stool. Specialization will continue to be the fuel for growth at the most successful firms.

The biggest challenge: Many PR firms—and perhaps professional services firms in other industries, as well—fall short of delivering value because they fail to think strategically and solve problems. They focus on the tactical execution and the “creative” solution when very often they need to ask “why?” We need to understand our clients’ businesses, not just their advertising and marketing strategies. We need to reward people for subject matter expertise, not merely media placements or activity. Our focus needs to be on value created to the client. The biggest challenge is getting senior managers, who have been in the business for over ten years, to become fully acquainted with the newest Web 2.0-based tools, strategies and solutions required to handle public relations issues now and in the coming years. Key to this is more psychological than anything else—altering the mind set and attitudes of PR “vets” so that they are fully aware of and open to ideas and techniques to reach target audiences through innovative Web 2.0 approaches. Making it a challenge, not a chore!

This also requires smart hiring of X and Y-generation personnel, who must be pre-disposed to working with senior managers as part of a collaborative process. Only if senior managers realize the benefits of incorporating new technology and methodology into their agency’s new business-initiatives, will they be able to “sell-in” program strategies to current and new clients. The biggest opportunity facing PR agencies right now is that of becoming true entrepreneurs. With all the wealth of information on benchmarking and financial management, today’s CEO has no excuse for not striving toward a minimum of 20 percent profitability. And with tight management, more aggressive billing, control of labor costs and improved productivity, the possibility of a 30 percent operating profit is within reach.

The biggest challenge facing PR agencies is staying up to date with the everchanging technological and new media advances. This puts additional pressure on the agency to generate a strong bottom line so these major capital costs are affordable.

biggest opportunity is the rise of social media and the resulting new venues for our clients to dialogue with their most important constituencies.

We're now operating in what may be the most dynamic and transparent business environment in human history. Institutionalized authority is being replaced with the authority of peers as a valued source of reliable information about a company. In fact, according to a recent study by Intelliseek, people are 50 percent more likely to be influenced by consumer-generated content on the Web—which is perceived as the equivalent of word-of-mouth from peers—than by radio or television. These new “citizen experts” are the wave of the digital future. Their advice is trusted because it is perceived as independent. Our Online Fluency practice, which was stashed to uncover new uses for their.

Our biggest opportunity is also our biggest challenge. It's up to us to educate our clients in the executive suite about the potential of the new social media to help—and to harm. But first we need to educate ourselves. Not enough of us have the expertise needed to provide client education; the opportunity to champion the social media territory is open for the taking. With our content orientation, There is preset only a tremendous amount of M&A activity in the PR industry, and owners of PR firms should realize that they have a tremendous opportunity to cash out, expand their own company through acquisitions or find a good merger partner to take their company to the next level. As for challenges: retaining and attracting talent. The truth is, however, there are many reasons for this growth and opportunities are clearly abound for all agencies willing to make a significant strategic investment in key areas such as digital and emerging media, proprietary research and competitive intelligence. With the proverbial door wide open and the industry properly seated at the table, there needs to be a greater commitment and reliance on *preparation* for the discipline to *sustain* this growth. The playing field has gradually been leveled amongst all marketing disciplines and therein lies the challenge for all public relations practitioner, ne challenge is certainly the democratization of content creation - what was once a controlled process, where a PR pro controlled the message going out about their brand, is now essentially an open forum for anyone,

anywhere to voice their opinions about the brand. This is part of the reason that social media marketing is largely community management - you're putting your brand in the hands of your customers and prospects, and basically just listening to what they're saying and responding appropriately. Optimizing PR for mobile means thinking beyond how your content will look on a smaller screen. It is a mind shift, Baker asserts, and PR must determine how client brands fit into consumers' constant communication and reliability of mobile devices.

More strategic approach to counsel and program development to ensure every value-laden solution is rooted in thorough insight into the client's key constituents. In order to advance a strategic vision, management must be prepared to deal with the challenges associated with building and leveraging intellectual capital. This involves a significant commitment to develop a deep and diverse staff, be it through professional development or recruiting new talent. This level of commitment will advance an agency's strategic performance and result in the achievement of a *measurable* and *positive* impact. Biggest opportunity: The rise of Web 2.0 and its impact on PR. This new source of consumer-generated news and information both competes with and complements traditional media. Related to the rise of Web 2.0 and the advent of consumer-generated content is the notion of treating consumers as "co-brand managers" and engaging them directly with the brand as part of brand-building efforts. PR agencies should be leading clients in helping customers.

The biggest challenge: Again, related to the rise of is the need for PR agencies to insinuate/position themselves strongly as the lead resource to help clients embrace and leverage the Web as a platform to communicate directly and efficiently with all of their many stakeholder audiences. PR firms are now jockeying with advertising agencies, interactive firms, media buying firms, direct marketing firms, among others, for this lead agency role with clients. The complete changing nature of the media business is our biggest opportunity. Whether it's Myspace or YouTube, which have now become media outlets, or the death of the traditional advertising model, PR agencies have a huge unique

opportunity at this time to fill, our biggest challenge is the lack of talent—smart, focused strategic counselors are at a premium, and more talent is needed in this industry. We need better folks representing us throughout the industry. However, Peter Dennison, founder of PRPR, warns that for many clients with limited budgets and time that although “Twitter and LinkedIn are important...Facebook is not going to deliver ROI, particularly for B2B clients”. Gareth Thomas of Capella PR adds an interesting point in stating that the management of social media belongs in-house in order to give in dealing specifically with social media, Peter van der Sluis, MD of Neesham PR, highlights the importance of establishing good media relations in order to retain authority and engage with the reader. This is especially so as social media “has created the illusion that companies can cut out the media as a middleman” and target their customers directly. Heather Baker, founder of Topline Communications, points out that no UK thought leader has emerged on the subject of integrated communications, possibly making it harder for PRs to follow a proven approach. The changing media landscape PRs are working with an extremely fast-moving media landscape, as mentioned by Martin Brindley of Davies Murphy Group. There is a greater demand on journalists’ time with increased responsibilities and deadlines, making it harder to be heard and to get coverage, and even to maintain trusted relationships with the media. PRs are working with an extremely fast-moving media landscape, as mentioned by Martin Brindley of Davies Murphy Group. There is a greater demand on journalists’ time with increased responsibilities and deadlines, making it harder to be heard and to get coverage, and even to maintain trusted relationships with the media. As a solution, Davies suggests agencies need to be ‘proactively reactive’ and to be able to adapt quickly to last-minute requests for comment. Peter Dennison mentions the importance of not losing sight of the fundamentals of good communication that is, knowing your target audience and delivering content in the right way. Being able to report all types of coverage, whether through print, online or social media, is mentioned by many PR leaders as a pressing challenge. Andrew White of Triggerfish is not the only one to point out that AVEs are dated and inconsistent. The need to prove a clear return on investment is even more important now PR and marketing budgets are tighter.

Importance of Ethics/ Transparency/Integrity/Neutrality.

This Topic Area considers the importance of integrity in the electoral process, the challenges associated with maintaining it and the means for protecting it. For more general information on this topic, go to Overview. At the heart of the topic of electoral integrity is preserving the ability of voters to participate in *genuine* elections. This topic area therefore discusses issues of transparency, accountability and accuracy in electoral administration, as well as the ethical behavior of key players able to contribute to maintaining integrity. The means to protect integrity are in the legal framework for elections; implemented through the institutional structure; and administered by election management bodies and other authorities involved in election administration. The official safeguards of electoral integrity in turn are strengthened by an active and educated electorate, effective and responsible political parties and candidates, and objective national and international election observation. In other words, the topic of integrity in elections is a *cross-cutting* one. Consequently, problems of integrity and possible solutions are found in each stage of the electoral process, including electoral management, voting procedure, boundary delimitation, voter education and registration, party/candidate and other electoral registration, campaigns, media, financing, voting, vote counting, and results. The main objective is to present a range of ways to operationalize integrity through the application of specific measures to these various electoral stages. The presentations in this Topic Area can be read alongside related discussions in other topic areas concerning various electoral operations – e.g., on “legal framework”, “boundary delimitation”, “voter registration”, “political party registration” and the like. What is distinctive about the material contained in the Electoral Integrity Topic Area is that it focuses specifically on accountability aspects of those subjects, and presents a cross-cutting perspective on them. There is an ongoing debate over a single, universal definition of electoral integrity. It is not (yet) clear whether it could serve as a comprehensive and independent concept, an overarching quality standard, or as a synonym for a “good election”. This is an active conversation in scholarly and policy circles over the proper definition and application of the term. A major contribution to the

discussion is the Report of the Global Commission on Elections, Democracy and Security, *Deepening Democracy: A Strategy for Improving the Integrity of Elections Worldwide* (September 2012). This report defines electoral integrity as "any election that is based on the democratic principles of universal suffrage and political equality as reflected in international standards and agreements, and is professional, impartial, and transparent in its preparation and administration throughout the electoral cycle. Without electoral integrity, leaders and officials lack accountability to the public, confidence in the election results is weak, and the government lacks necessary legitimacy. Electoral integrity allows for peaceful resolution of conflict, open dialogue, debate, and information sharing amongst leaders and the public. The Commission acknowledges that "at its root, electoral integrity is a political problem", not just a technical problem. Integrity depends on public confidence in electoral and political processes. It is not enough to reform institutions; citizens need to be convinced that changes are real and deserve their confidence. Inclusiveness, transparency, and accountability are all fundamental to developing that confidence." To ensure that elections have integrity, other factors outside of the electoral institutions themselves need to be taken into account and strengthened. Election officials, judges, and courts must have independence that is respected by politicians. In defining the notion of an "election with integrity", the Commission's report takes everyday meanings as a point of departure. Thus, it notes that integrity refers to "incorruptibility or a firm adherence to a code of moral values", suggesting that in the context of elections it means an adherence to democratic principles. The term also generally refers to "soundness or an unimpaired condition", so that to speak about an election with integrity means referring to an election "conducted competently and professionally". Finally, according to the report, integrity also refers to "completeness or the state of being complete", which, in connection with elections, suggests that "soundness and ethical practice must persist over the course of an entire electoral cycle, not just on election day itself." The report therefore defines an election with integrity "as any election that is based on the democratic principles of universal suffrage and political equality as reflected in international standards and agreements, and

is professional, impartial, and transparent in its preparation and administration throughout the electoral.

An election is the result of a complex process requiring the participation of a multitude of players. There are winners and losers in every election. The stakes are high, and there is a great temptation to ensure victory through illegal or ethically questionable (improper or even corrupt) means. Election results can be rigged or disrupted to predetermine who will win or lose, casting doubt on the legitimacy of the process. Electoral integrity cannot be taken for granted. Mechanisms for promoting and maintaining integrity in every aspect of the electoral process are often established within the official bodies that administer or support the administration of elections. These mechanisms make it possible to monitor actions of the electoral administration; ensure oversight of the electoral process by other government sectors or agencies, civil society, and the media; and provide for enforcement of electoral rules and regulations through administrative or legal means. Consistent, legitimate electoral standards and practices help detect, deter and prevent electoral improprieties and illegalities, and help ensure integrity. Legal framework generally establishes protection mechanisms and determines the institutional structure to support electoral integrity.. Oversight of the election process by political parties, the media, individual citizens, and national and international observers is another important means of protecting electoral integrity. As with checks-and-balances among administrative bodies, public oversight helps detect and respond to problems. Active oversight and supervision ensures that participants in an election process are held accountable, promotes transparency, establishes the credibility of the electoral process, and helps ensure compliance with the legal framework Without effective enforcement, even the best regulations are merely good intentions. Effective enforcement mechanisms ensure that anyone breaching election law and regulations is detected and made subject to sanctions in a timely, appropriate and non-partisan manner. Effective law enforcement in response to electoral violations or improprieties not only helps to maintain the integrity of the electoral process but also to deter future problems. International promotion of democratic elections by international organizations, national

donor agencies, international NGOs and other bodies through technical assistance, election observation and other means has been very successful in improving the quality and credibility of electoral processes in many countries. Integrity is sometimes seen as a concern mainly for countries in transition to democracy, but electoral developments even in established democracies have shown that issues of integrity are equally important there. Examples include debates around voter registration practices in the United States during the 2000-2008 national elections [4] and mail-in vote fraud in Great Britain. In fact, the extent to which the principles of elective democracy are grounded in international law (primarily the ICCPR and its authoritative interpretations) and related standards for implementation is usually underappreciated. To create stronger linkage between electoral standards and international law, The Carter Center has created a *Database of Obligations for Democratic Elections* – an online resource for tracking the basis for principles of elective Ethical conduct also involves respect for the political rights and activities of others; acceptance by citizens and electoral administrators that everyone has the right to freely debate political issues and promote different political viewpoints; and an understanding that no one has the right to interfere with political parties' efforts to spread their message or with other citizens' political activities. Many electoral laws make provision for *codes of conduct* that lay out the behavior expected of the various participants in an election – e.g., political parties and candidates; election officials and workers; other government officials; and sometimes also the media. Some systems also address additional issues – such as “vote-buying” or “vote bribery” – through special restrictions on related activities (such as providing cash or other benefits to voters in a constituency or their communities), especially during the campaign period.

Integrity problems are often assumed to result from dishonest or fraudulent practices, but they can also be the result of human error or honest mistake. It is essential for election administration to be professional and accurate. Sloppy work or inaccuracies in tallying votes can raise integrity questions and compromise the validity of the results. The same measures designed to limit abuse of power and ensure accountability can also help catch mistakes. Although a deliberate attempt to derail the electoral process or

manipulate election results would constitute a criminal act, problems resulting from mistakes and inaccuracies usually remain a disciplinary or civil matter. Inaccuracies, vagueness or ambiguities in the legal and institutional framework, as well as in descriptions of the mechanisms implementing and enforcing it, can inadvertently create many problems and even encourage unfair practices or fraud. For example, election officials and workers are sometimes restrained from actively upholding voter-identification standards or inquiring into other voting/voter registration irregularities by the presence of provisions in law that make them personally liable for infringements of the right to vote. (This has occurred, for example, under the laws of *former Yugoslav republics*.) Institutional safeguards based on checks-and-balances are sometimes used to protect the integrity of elections. These involve dividing the authority to conduct various electoral operations among different bodies, providing a counterbalance to the electoral administration. For example, legal provisions can distinguish administration and enforcement of a law in order to reduce conflicts of legal mandate. They can also separate the powers of prosecuting authorities and courts that issue rulings. The powers associated with oversight.

CHAPTER- 6 Conclusions and Scope for Future Work

Maintaining positive public relation

Public Relations can help your company in many ways, including saving your company money. Public relations can drastically help a company; before a company needs to use advertising, it can try to generate publicity, use public relations, and getting involved online. Here are 5 tips for getting involved, saving money, and maintaining your company's PR on your own. Creating and maintaining positive relationships with members of the media can be an intimidating feat, especially for one just beginning their work at a Public Relations (PR) agency. A publicist's secret weapon and strongest tool for securing client coverage are these relationships within the media; relationships that are not simply created or solidified overnight but strengthened over time. Strong relationships within the media are mutually advantageous and are built upon consistency, trust and dependability. We understand that in theory these concepts are not foreign, but for a small business owner or an entry level employee at a PR agency, it can be a very confusing starting point. For this reason, we have compiled a few tips to help you begin solidifying the foundation for building and sustaining your own mediarelationships. The first step in reaching out to journalists or members of the media is to create what is known as a media list. When beginning work at a PR agency, the steps for creating these lists should be one of the first things taught in training. An effective media list will not only list the outlets and the writers currently associated, but it should also include the content topics covered by the outlet as a whole and a sub topic that is the main focus of each journalist, editor or producer. Be sure to keep your media lists up-to-date and constantly accurate. There is nothing more embarrassing than sending a pitch about an upcoming cupcake bakery to a fitness writer or a pitch about renewable energy to a writer focused on classic cars. Taking the time to be cognizant of each individual niche will keep you from the wasting time and energy of everyone involved and will prevent any chance of disrespect. Be aware of the fact that most journalists work under constant deadlines and that their time is also very valuable. Do not expect instant turnaround but in the same respect, do not postpone the opportunity to get information to the members of the media. Taking your time and disregarding a journalist's deadline is the quickest way to not only miss out on potential coverage, but to alienate a member of the media. Relationships with members of the media must be mutually advantageous. If a journalist

or a producer helps your PR agency or business by securing coverage for one of your clients or your brand, it is only appropriate to become available if an opportunity arises to help them in their endeavors. Members of the media will be far more willing to help you out in a pinch if they know that the favor will be returned and that the relationship will benefit both parties. This is the simplest of the steps. Stay in contact with your media members. Send thank you notes for coverage they secure and be aware of future opportunities as they come your way. By staying in touch and keeping these journalists and members of the media in mind you are building a two-way street in which a relationship can function for years to come. These contacts should remain an active part of your personal contact list far beyond your time with a PR agency or company but this concept is completely dependent upon your personal actions in professional situations. Building these relationships and maintaining a professional bond with members of the media is essential for anyone hoping to build and grow a brand or business and can make all the difference when it comes to public relations efforts. Here at Three Girls Media & Marketing, we specialize in securing coverage for our clients using our strong skills in media relations and are already standing relationships with respected members of the media. If you or anyone you know is interested in learning more about media relations or public relations, we often hear of "PR nightmares" during times of crisis. The BP oil spill was a classic example of a PR nightmare. Response in times of crisis influences how the public perceives an organization. Anyone who followed the Gulf Oil Spill story is familiar with how aggressive BP was in its damage control efforts. BP invested a lot of time, energy and money into their PR campaign following the spill. In fact, they are still spending tons of money reminding us of what they've done to clean up the spill. Developing a Public Relations Strategy is instrumental to influencing the public image of an organization. A good strategy can help build rapport with customers, employees and the general public. The goal would be for the organization will then try to identify who in the community they interact with. In the case of a homeless shelter, it may be residents or businesses within the neighborhood they serve. The organization should have a goal to create a positive relationship with everyone they interact with. This is important because, in the case of a homeless shelter, a positive relationship can possibly

increase funding, identify volunteer labor or foster collaboration for joint community projects. Developing the PR plan is very similar to establishing business goals and should be done as part of a strategic planning process. PR goals and objectives should be focused on communicating what was learned in the discovery phase. It is important to have a well thought out communication plan for employees, the general public and those who interact with the organization.

Another part of the plan is developing a strategy for how the organization can be both proactive and reactive. The plan is proactive by marketing an organization's products or services, increasing market.

Media and it's types

Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view concerning it, its leadership, products, or political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

Media relations involves working with various media for the purpose of informing the public of an organization's mission, policies, and practices in a positive, consistent, and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising. Many people use the terms public relations and media relations interchangeably; however, doing so is incorrect. "Media relations" refers to the relationship that a company or organization develops with journalists, while "public

relations" is the practice of extending that relationship beyond the media to the general public.

Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients to return, and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy.

Employee relationship management systems (ERM) may be defined as the information systems that support the relationship between a company and its employees. The components of an employee relationship management system are multiple, and, as in customer relationship management, achieve the goal of assisting employees in the whole lifecycle of their activities in and for the company.

In the past few years, employee relationship management has focused on the set up of a do-it-yourself knowledge exploration; the target is to avoid the risk that employees refuse any IT solution in which combining information from multiple spread sheets and databases is tedious and manual. The key idea is that a good management of the relationship with employees has a great value for the company and is a driver of performance improvement both in individuals and in teams.

Employee relationship management systems are one of the SW tools that a company needs for the development of the Human Capital Management toward an Employee ship approach where the main objective is to achieve a working environment that stimulates involvement among employees and managers. Most of the efforts chapters make in public relations are through forms of print media, primarily newspapers. These are usually the most visible outlets on college campuses, especially school newspapers, and in the local community.

Do's and Don'ts of Electronic Media

His is especially true of today's hyper competitive world where every single entity is jostling for that elusive fifteen minutes of fame. As we individuals are trying to occupy a space in the minds of people through constant communication and interaction, so are various brands and products with the help of an important tool called Public Relation. Public Relations Major is essentially about using the right communication tools to manage relations between two entities, a company and its public, who could be employees, customers, the media, shareholders or the government. The art and science of Media Relations and Public Relations can not only help to build a brand but can also sustain its image for years.

According to John Leinsdorf, President, R&J group, "The emergence of Public Relations Services as a branding tool is not so much a revolution as an evolution," With mass economy being replaced by a 'customer-centric' economy, the emphasis is on building trust by means of customer-to-customer communication. PR plays a very powerful role in such a relationship. All public relations exercise -- from single and straight-forward publicity to more complex promotions helps to establish and shape popular perceptions about a brand. The other big advantage that PR has is the credibility factor with consumers. For most people third party endorsements in the form of articles in newspapers and stories in the electronic media are far more credible than advertisements. What makes PR effective is its versatility. For this reason, it is not only used in the initial stages of brand building on a strategic level but also on a more tactical level by Public Relations Firm. Brands today recognize the fact that just a single communication channel for impact may not be effective anymore in today's age of multi reality. The impact of public relations services is growing with marketers' beginning to understand and grasp the leverage it can bring.

The PR industry in India has come a long way from being mere postmen delivering press releases to being consultants who are involved in the brand building process. It has today become a mainstream arm of marketing instead of the peripheral role it had played a few years ago. The country's top PR agencies are on a roll experiencing a blistering pace of growth estimated to be somewhere around 30-50 per cent in the last one year. Companies and individuals alike are waking up to the power of

a good PR campaign. Separate from the college MIS and Information Technology services, the Electronic Media department maintains several servers to support the Internet and intranet needs of the district. These servers house image files and data for publication development, host the college administrative web sites, and host the employee telephone directory. Department staff are responsible for hardware, software and user account management for these servers. The Electronic Media department is a full-service graphic design facility that employs a variety of tools to generate audio and visual content for publication to network devices. The staff members and vendor services used are skilled in the visual arts as well as in the development of code necessary for effective and dynamic web site experiences. Separate from the college MIS and Information Technology services, the Electronic Media department maintains several servers to support the Internet and intranet needs of the district. These servers house image files and data for publication development, host the college administrative web sites, and host the employee telephone directory. Department staffs are responsible for hardware, software and user account management for these servers. We develop images and presentations for use in PowerPoint and Keynote tools, as well as for use in projects delivered via CD-ROM.

Handling the Media

Media relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.

Many people use the terms *public relations* and *media relations* interchangeably; however, doing so is incorrect. Media relations refer to the relationship that a company or organization develops, while public relations extend that relationship beyond the media to the general public.

It is possible for communication between the media and the organization to be initiated by either side, however dealing with the media presents unique challenges in that the news media cannot be controlled — they have ultimate control over whether stories pitched to them are of interest to their audiences. Because of this fact, ongoing relationships between an organization and the news media are vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar with their "beats" and areas of interests. Media relations and public relations practitioners should read as many practices:

Organizations often compile what is known as a media list, or a list of possible media outlets who may be interested in an organization's information. The media can consist of thousands of magazine publications, newspapers, and TV and radio stations. Therefore, when a "newsworthy" event occurs in an organization, a media list can assist in determining which media outlet may be the most interested in a particular Working with the media on behalf of an organization allows for awareness of the entity to be raised as well as the ability to create an impact with a chosen audience. It allows access to both large and this is all done through a wide range of media and can be used to encourage two-way communication. Public relations specialists establish and maintain relationships with an organization's target audience, the media and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as organization's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the client's many publics. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade.

Types of Crisis

Crisis management is a critical organizational function. Failure can result in serious harm to stakeholders, losses for an organization, or end its very existence. Public relations practitioners are an integral part of crisis management teams. So a set of best practices and lessons gleaned from our knowledge of crisis management would be a very useful resource for those in public relations. Volumes have been written about crisis management by both practitioners and researchers from many different disciplines making it a challenge to synthesize what we know about crisis management and public relations' place in that knowledge base. The best place to start this effort is by defining critical concepts. There are plenty of definitions for a crisis. For this entry, the definition reflects key points found in the various discussions of what constitutes a crisis. A crisis is defined here as a significant threat to operations that can have negative consequences if not handled properly. In crisis management, the threat is the potential damage a crisis can inflict on an organization, its stakeholders, and an industry. A crisis can create three related threats: (1) Public safety,

(2) Financial loss, and

(3) Reputation loss.

Some crises, such as industrial accidents and product harm, can result in injuries and even loss of lives. Crises can create financial loss by disrupting operations, creating a loss of market share/purchase intentions, or spawning lawsuits related to the crisis. As Dilenschneider (2000) noted in *The Corporate Communications Bible*, all crises threaten to tarnish an organization's reputation. A crisis reflects poorly on an organization and will damage a reputation to some degree. Clearly these three threats are interrelated. Injuries or deaths will result in financial and reputation loss while reputations have a financial impact on organizations.

Effective crisis management handles the threats sequentially. The primary concern in a crisis has to be public safety. A failure to address public safety intensifies the damage from a crisis. Reputation and financial concerns are considered after public safety has been remedied. Ultimately, crisis management is designed to protect an organization and its stakeholders from threats and/or reduce the impact felt by threats.

Crisis management is a process designed to prevent or lessen the damage a crisis can inflict on an organization and its stakeholders. As a process, crisis management is not just one thing. Crisis management can be divided into three phases:

- (1) Pre-crisis,
- (2) Crisis response, and
- (3) Post-crisis.

The pre-crisis phase is concerned with prevention and preparation. The crisis response phase is when management must actually respond to a crisis. The post-crisis phase looks for ways to better prepare for the next crisis and fulfills commitments made during the crisis phase including follow-up information. The tri-part view of crisis management serves as the organizing framework for this entry.

Stages of Crisis

When a PR crisis comes about the first thing you need to do is: nothing. Stop, close your eyes, and take five slow deep breaths. Why? You need to be calm; your team is depending on you, and if you're calm you will be better able to control the situation by keeping everyone else on the team calm. We make better decisions when we are calm and in control than we do when we are panicked. Depending on how things go, you may need to repeat this step a few times. Basically reduce your inbox submissions from your colleagues), you need to get the full story. Use your connections in the organization to determine exactly what happened. You need to know the entire story from an internal

perspective, and how your customers perceive the incident externally. This can be the most time consuming step, but also the most important: should not react to a PR crisis if you don't know exactly what happened and why it happened. PR and social media monitoring tools to take the pulse on the reaction of the media and your community. This step will tell you if the crisis has made it to the attention of your customers or media yet.

Conclusion

1998 saw the launch of the Facelift Felicia, the Felicia Fun, the Octavia hatchback and the Octavia estate. It is now on the threshold of even greater success, as a result of further investment, new product development and a considerable improvement in brand image. The continual release of new and improved models, repeated car and customer satisfaction awards help to justify Skoda's growth plans and changing image for the UK market. This launch provided an opportunity to show the modern Skoda brand and communicate its brand values. Following the launch, positive reports appeared in motoring magazines, national and regional newspapers, and in broadcast media. Public relations had a fundamental role in developing an integrated communications strategy for Skoda which enveloped the whole company, rather than just a single department.

By emphasizing values of the new Skoda brand, it helped to develop a wide platform for the products through informing, communicating and creating understanding in the market-place. For the past couple of weeks, I have explained Public Relations, what it is and effective ways to use it. You can try the DIY approach if you have the time or you can hire a staff to perform the duties or contract a professional to do it on your behalf. There are pros and cons to this like anything else.

The Pros of handling your own Public Relations is because it is yours baby, it will have your undivided attention. You will do what you think is best for the business, organization or corporation to spread the word. Most corporations employ people to perform these PR duties. But as an individual, you are the Owner and the PR Director. You are possibly the Marketing Director as well.

Lots of hats to wear but because it is yours, you do not mind.

The Cons of being your own Public Relations Director can add stress to you.

Depending upon the growth or increase of the business will determine if your

PR efforts are working. Did you follow-up the press release with a phone call? Did you return the call to the media in enough time to make the next edition? Know that your time

to operate the business has been decreased. Now your time is being divided more. We are on contract so we do not need office space, use electricity or need a phone line. Like an employee, we do not sit around waiting on a weekly or bi-weekly check when we are not working on your PR campaign. We prove are worth!

We are on-call to the Corporations or businesses CEO or President, the organizations Director. When the Corporation/business or organizations desire to promote an achievement or promotion, we come in to listen to what action is being taken. From that information we go write the Press Release or article and submit it for approval. Upon approval, we distribute the information and do follow-up phone calls to our media contacts to provide any further information they may need. An invoice is submitted and the Corporation/business or organization see's the product in action.

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Appendix

- ✚ NACIL National Aviation Company of India Limited
- ✚ PPP Public Private Partnership
- ✚ ATC Air Traffic Control
- ✚ CATC Civil Aviation Training College
- ✚ CRS computer reservation system
- ✚ DPC Data processing centers
- ✚ FID Flight Information Display System
- ✚ GDP Gross Domestic Product
- ✚ GDS global distribution system
- ✚ ATM Air Traffic Management
- ✚ AAI Airports Authority of India
- ✚ AMHS Automatic Message Handling System
- ✚ MNC Multinational Companies