



SYMBIOSIS
CENTRE FOR MEDIA AND
COMMUNICATION

PR WIRE

Issue 1 Vol.1



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INSIDE...**

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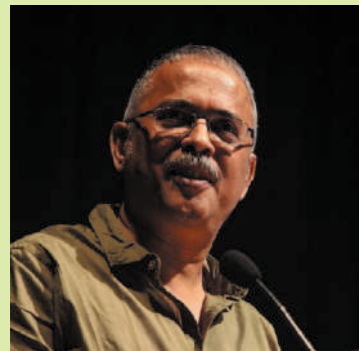
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Director's Note

By Aparna Anandan



The PR Wire is bound to create awareness regarding the industry amongst the general student population at the Symbiosis Centre for Media and Communication.

Our students have gathered hands on experience in the industry via internships, projects and they are aware of the trends in the industry; a student venture along the lines of what the PR Wire seeks to achieve would help bring to light industry stories and so on, in a fully rounded, informative newsletter format.

Over the years the industry, particularly on the corporate side of matters, businesses have become more complicated. Products and services launched today need to be backed up by an immense amount of research and effort and this has increased the back-end workload as well. This has subsequently resulted in the involvement of the press as well as more technically qualified PR professionals who need to explain this to potential consumers or customers.

The Juxtaposed Harmony

By Anuj Bhandari

Satrang is a first-of-its-kind media festival planned at SCMC, combining cultural, literary and specialisation-related events and competitions mid-September. And for the first time, SCMC will invite students from other colleges, companies and services around Pune, and brands to come and be a part of the celebrations.

The events at Satrang will revolve around the four specialisations that SCMC offers: Advertising, Public Relations, Audio Visual Production and Journalism. Spread over three days, Satrang will be an especially

enriching experience for us at SCMC as it will provide a chance to interact with students from other colleges who share our interests and with experts providing insights into the industry.

As students at SCMC, we are looking forward to all the fun, excitement and competitive spirit that Satrang is going to bring but as aspiring PR professionals we are doubly excited to see this event shape up as an opportunity for branding SCMC and to raise the visibility and profile of our institute. Satrang is a student-led event and we are thrilled to be a part of the organising team in various capacities and put our PR skills to use.

We hope to see you all at Satrang in 2020!

Editorial Desk

The PR Wire is an initiative by the students of SCMC specialising in the field of Public Relations. The PR Wire is a platform for students to discuss various aspects of the industry, both local and global, backed by research along with opinion pieces and industry news. Public Relations is an ever-growing and dynamic industry, and with this first edition of the PR Wire we give you a glimpse into how PR education is shaping up at our institute

This is a major shift specific to the PR industry and it is developments such as this that the PRwire seeks to capture and portray.

Ultimately any specialisation requires the students to be exposed to a certain level of professionally driven activities and the PR Wire seeks to attain this. We are looking at an initiative that goes beyond specialisation related activities such as merely viewing ads in an advertising club which is great and informative but surely not enough in the long run; and moving towards providing students a richer, fuller experience professionally.

Apart from this, the PR Wire would be a pioneering venture of the PR batch of 2020, a legacy of the PR specialisation to be successfully carried forward and managed by the next generation of PR aspirants at SCMC.

Industry Buzz

By Sanjog Sandhu



According to Time magazine, the average attention span of a goldfish is one second longer than a consumer's. From a metrics standpoint, a user is 106% more likely to bounce on mobile when the load speed is six seconds

India bagged 18 metals at the Cannes Lions 2019; FCB Ulka was the sole Indian firm to win Gold in the Sustainable Development Goals category for their client The Millennium School



Mukund Trivedy has been appointed as Head of Communications and Media Relations at Hindustan Coca-Cola beverages

Tushar Makkar has joined GMR group, India's leading infrastructural company as Group Head Corporate Communications



Publicis has elevated Amit Misra to CEO, MSL South Asia; expanding focus on Sri Lanka and Bangladesh

Genesis BCW has driven away with agency of record for Maruti Suzuki India Limited, the largest passenger vehicle manufacturer in India



Mercedes-Benz India has awarded communications mandate to AdFactors PR

DDB Mudra Group has won McDonald's business



Dentsu Impact has bagged the creative and social media mandate for Subway

Bangalore-based advertising agency, Propaganda India has become a part of Publicis Group's L&K Saatchi and Saatchi

Alumni Trailblazer: Aroush Kumar

By Aishwarya Shetty



Aroush Kumar, Batch 2019 graduate of SCMC, is a PR alumnus who has successfully managed to turn his interests into a profession. He is well and truly living up to what he would often say - "You need to work and be paid for the work you do."

Although quite laidback when it came to academics, Aroush excelled at subjects such as Visual Aesthetics, Digital Marketing and Social Media Communication. He credits SCMC for contributing to his professional growth. The college introduced him to a diverse crowd and allowed him to mingle with talented people who looked forward to covering or hosting events in Pune.

In his three years at SCMC, Aroush's biggest contribution was to the fashion shows our college participated in. He was also in charge of the wardrobe and make-up for several movies produced by his batch-mates.

While talking about influencer management and how he started out, he told us that all he ever did was make full use of any opportunity that came by. "It started with Ilisha Dhond, a batchmate of mine who is from Kolhapur," said Aroush. "When we joined college her followers jumped up to 6,000 in a very short period of time and the content she posted was appealing to a crowd. That's when I thought of helping her with her feed and as we worked on it, adding more content, her followers kept increasing and that is how an influencer was born."

Aroush went on to manage 25 influencers and eventually started working with brands and managing their social media profiles. Currently, Aroush is freelancing as he looks forward to doing his post-graduation in the coming year.

The New Age of Content

By Shalini Kanade

Influencer Marketing is one of the faster growing digital and social media trends globally and it is in many ways, redefining the way we produce and consume content in the digital space. In essence, influencer Marketing is a hybrid of old and new marketing tools, taking the idea of celebrity endorsement and placing it into a modern day content-driven marketing campaign.

It basically approaches top content creators, specialising in niche areas, for example, lifestyle, food, fashion and beauty. Since they are the center of the network and are in a position to direct or change the view of a brand's target audience, they improve brand awareness, increase traffic, and drive the brand's message to the people.

These content creators already market to a brand's ideal audience across different channels which they can take advantage of for their influencer strategy. Influencer marketing has become such an integral part of Public Relations that most of the brands actively encourage this. Agencies these days have dedicated teams that only handle influencers for a particular brand. Influencer Marketing is becoming a growing career path within the PR and marketing field.

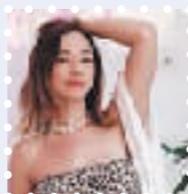
Let's look at some influencers from our very own Pune city who are making waves digitally:

The Punekar



The Punekar is the first platform to represent the city of Pune at a national level. They are the go to spot for all things Puneri, with a vibrant blog and over 50k followers on Instagram.

Natasha Shrotri is a beauty, fashion and travel blogger, with a glittery Instagram profile reflecting great content. Her personal blog is a glimpse of all her experiences and tons of brand collaborations such as Surf Meister, Fossil Watches, and Lux, Jaguar and others.



Natasha Shrotri

The Pune Foodie



The Pune Foodie is the drool spot to head to on Instagram. Right from Garden Vada Pav to Vaishali Dosa, The Pune foodie has covered every nook and corner of the city for their 132k followers. Their tagline is "The best of food, drinks & travel in Pune & beyond".

Promita Tiwari is a travel writer and fitness blogger from India, who works as a freelance content writer, helping brands build their identity online through their digital content. She plans visual branding strategies on Instagram too.



Promita Tiwari

Aashna Bhagwani



Aashna Bhagwani is a lifestyle and travel blogger whose sense of fashion is catching on like wildfire on the digital space. Aashna has established long term ties with brands like Daniel Wellington, Nubella India, Lever Ayush and Pure Sense.

Image Source: Instagram

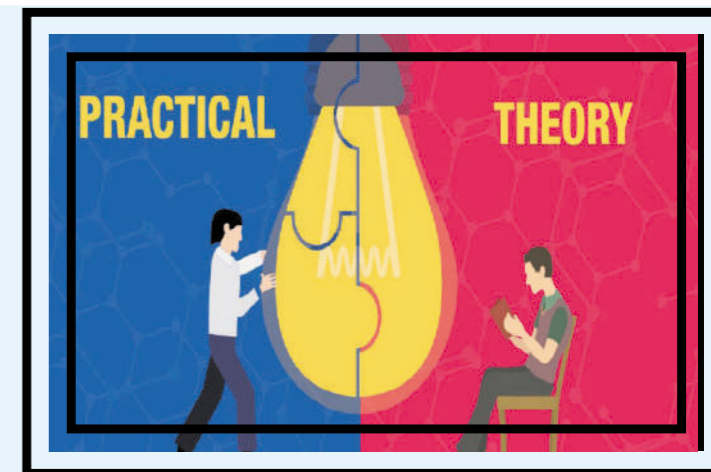
THE REAL DEAL

By Akanksha Kujur

PR is a global practice and some of the basic principles that we study are applicable in every PR practitioners' agency life. However, these theories are also applicable to real-life situations outside of our professions. The practical understanding of PR, therefore, goes beyond "learning" Public Relations in an institutional setting.

The four basic models of PR that we learn in our foundation classes merely provide an idea about different aspects of public relations, a basis for what a practitioner can expect as they step into the industry. But what requires more attention when one enters the industry is the right understanding and application of the theories.

The need to take spontaneous decisions may put a PR practitioner in circumstances where they have to make theories work in real-life, and bring their knowledge into use. PR models help us understand the qualitative and quantitative aspects of public relations behaviour. However, new trends emerge every day in the industry and agencies strive to be innovative in providing



solutions with the right knowledge of execution. This can be achieved when one possesses the right balance of theoretical knowledge and practical PR experience.

As someone who is pursuing a course like Mass Communication with a specialisation in public relations, it is important to understand the complexities of these theories before applying them in real-life. In terms of theory, PR has not been very effective in defining itself in a broadly accepted manner. It's practice involves responsibility and responsiveness in policy and information in the best interests of the organisation and its publics. Thus, PR encapsulates both theoretical and practical approaches.

Alumni Trailblazer: Ananya Wagh

By Aishwarya Shetty

The PR Wire caught up with Ananya Wagh from Batch 2018 while she was in Pune conducting a survey for Window Seat Films by Imtiaz Ali. We can certainly take inspiration from her experience-first approach while she was a student of advertising at SCMC. This is her story:

"Back in college, I was the studious, go-getter type - not an academic topper but I looked at gaining more experience through internships and projects. I wasn't the 'silent type' but I was never the 'in the face' types either - I participated when I felt it necessary.

"I always thought I'd go for a job in marketing or advertising and hustle my way through until I make it big, and I am doing that right now. Right after college, I started with The Glitch, Mumbai. I was in their Account Planning and Management Department. I headed three campaigns while I worked with them - Simple, UniCornetto and Magnum x Sonam Style project.

"I left The Glitch in March and joined Window Seat Productions, which is a subsidiary of Reliance Entertainment and is the production house responsible for all of Imtiaz Ali's films, in April. I now work as their Business Management and Film Consultant, handle all the business operations, new projects, look into the marketing of the films. It's a mix of management, marketing and production. I've just started so it's all still very new and interesting, so for now, I'm enjoying what I do. I believe SCMC has taught me how to cope with pressure and stay calm and focused - it has disciplined me. It played a huge role in getting me where I am right now and for that, I'm grateful."



FREQUENTLY ASKED QUESTIONS

Isha Chittari answers your questions

I am a student interested in PR. However, I have heard that it is predominantly events, which isn't my strong suit. Is there scope for me in this field despite that?

The Public Relations Industry is an extremely dynamic one; events is just a small segment in this field. There are several opportunities in PR for Content Creation, Media Management, Community Relations, Corporate Communications and so on. If communication in any form is your strong suit, you can find many options in PR.

What is the difference between Marketing and Public Relations?

While marketing focuses on exchange relationships with customers, PR covers a broader range of connects eg. media, governments, employees, investors, special interest groups etc. PR can be an effective tool for marketing. It is ideal to implement your brand's reach and awareness by backing your marketing activities with a solid PR plan. It deals with shaping attitudes and changing perceptions about your clients and industry. Advertising, publicity, promotions all should go hand in hand in marketing.

Public Relations is primarily associated with the entertainment sector or consumer goods from what I can see in the media. Are there any other fields I can simultaneously work with if I were to take up PR?

While entertainment and retail are among the sectors where Public Relations is most visible, there are many others where PR is involved behind the scenes. This includes politics, technology, finance, lobbying and other niche segments as well. If you find that a certain industry doesn't fit you well, there are many others to choose from.

I am confused between what I am leaning more towards; traditional or digital PR. Which one is better to work in?

A traditional PR agency's focus is offline visibility, involving the production of press releases (usually for print media). Since print media is far from dying in India, Clients seek results offline as well and online. It has also been well acknowledged that here is a shift in consumer dynamics. Technology is evolving the way in which people are interacting and more platforms are shifting online. Public Relations cannot work in either or. A combination of both is what makes campaigns successful. Most organizations work in the same way as well.



If you have any queries regarding PR, write to us at prwire@scmc.edu.in.

The Legend of Hira

By Akshay Thimmaya

College should be the most memorable and important building in a student's life, but for students at the Old Viman Nagar Campus of Symbiosis, a small kirana store outside the campus gates is an equally strong contender for the title.

The legend of Hira's is a prime example of word of mouth publicity in action; with stories and promotional pitches passed down generations of students of SCMC, SCMS and SID who have congregated or chilled out outside its cramped 'courtyard'.

On the surface, the unassuming shop isn't very different from any other kirana store and it sits beside other similar establishments, but Hira's encapsulates the joie de vivre of college life. Coming to college is at best a 9 to 5 affair, but Hira's can boast a higher average attendance than any of the three colleges on the campus, regardless of whether it is day or night.

"Hira's legacy goes beyond snacks; like an amoeba spreading itself to engulf its food"

Over the years, Hira's has developed a gravitational pull, not just for students, but for small, independent business owners who have basked in the reflected glory of the Hira's 'brand'. Any potential customer has to first pass a chai-wala and juice-wala before making it to Hira's. With chai in one hand and freshly squeezed juice in the other,



Hira's in Viman Nagar is a popular hangout for SCMC students

students step up to make a purchase from Hira's. For those taken by the warm embrace of nicotine, Hira's is a welcome reprieve to indulge in vice, for others, it's just a place to treat oneself with a number of snacks to power through the rest of the day.

But Hira's legacy goes beyond snacks and cigarettes; like an amoeba spreading itself to engulf its food, Hira's has exerted its influence over the public space near it as well. A bus stand, adjacent to Hira's is an informal seating area for students to put their feet up and just relax.

Even the oldest resident of Viman Nagar would be hard pressed to remember a time a bus actually stopped at the bus stand. So of course, Hira's adopted it as its own, just like it has adopted the students of Symbiosis, like a fun uncle who really just wants you to have a good time.

CV Padding

Sourced by Avigna Panicker

The first step into a professional setting through an internship can be quite intimidating by itself for any student. **Mansukhman Julka**, a Batch 2020 PR student, tells us what it feels like to be pranked on top of it. Here is what she had to say about her experience at Ogilvy: "I had heard accounts of how interns were treated as guinea pigs. Something very similar happened with me. It was Ogilvy's Founder's Day and the entire office was in celebration mood. It was a tradition in the office to play tambola on the night of the Founder's Day but I wasn't interested and so I didn't buy a ticket. A senior of mine, Prashant, asked me to buy the ticket and said if I won, the money would be his. And fortunately or unfortunately, I won. So, Prashant asked me for his money and just to play around with him, I pretended to not know who he was.

"The next day when I reported to office I wasn't allowed to sign the attendance and was told that I was dismissed from my job. My super seniors called me and said that I had misbehaved with my senior and as a result, my internship had been cancelled. I was shattered and tears began to roll down my eyes when I suddenly heard giggles around me and saw that they were all laughing. It was a joke but seeing my state, they felt guilty and treated me with lots of ice cream."

CV Padding

Sourced by Avigna Panicker

“One fine morning, I was sitting in my office when my colleague called me and said that I had to find out the contact details for the managers of George Clooney, Chris Hemsworth & Ben Affleck.

“I checked with him twice as at first it was unbelievable. He confirmed that what I heard was absolutely right and that a client in London wanted these celebrities for an event. Failing to make my superior understand the magnitude of the issue, I started searching. Hours passed by but I found nothing. Later, I walked up to my colleague and asked her for the budget given by the client. Their budget was just two crores!

“I couldn’t control myself and landed up in splits, “Thor’s hammer itself would be three times costlier”. **Somakshi Joshi**, Batch 2020 Public Relations student couldn’t stop laughing while telling us about her hilarious internship experience at Black Hat Talent Solutions, Mumbai.

COUNTERPOINT *By Aarya Kenjale*

EXPECTATION V/S REALITY: INDUSTRY SPECIAL



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