MEDIA & COMMUNICATIONS

As Practiced in A.B.C.

--Y.S. Murty, Consultant
DEFINITIONS

• MEDIA – MEDIUM: Examples
  – Newspaper, TV, Internet, E-mail, Sound system
  – Social Media – why is it called “social”

• COMMUNICATION(S)
  – Commute, Communicate
  – Road, Rail, Air (gaali vaartalu, gaali kaburlu)
  – Speech, Tele-communications, Wireless
  – News, views, ads: Content that the media carry
Communications in A.B.C.

• Corp. to people
  – Needy Brahmins, beneficiaries
  – Govt., leaders (party/sangham), media, social media
  – Well-wishers, Donors, NRIs
  – YOU – Coordinators & Staff

• People to Corp.
  – Applicants, queries
  – media, social media
  – YOU, the medium
Means & Media in A.B.C.

- Web site
- Facebook/ Twitter/ Instagram
- Whatsapp
- Telephone – direct, Vani BRC (call centre)
- E-mails, Letters
- B-mail, Aradhana
- Photos, videos, films
Means & Media in A.B.C.

• Whatsapp for Effective Communication
  – Essential
  – Relevant
  – Official
  – Tone/ Language – positive, soft, friendly
  – Two-way. Ask questions
  – Non-repetitive (Press too)
Written Communication

- Guidelines documents
- Registration forms
- FAQs
- E-mails, notices, announcements
- B-mail, blog
- External documents
  - Pamphlets, booklets, posters
- Newspaper & TV briefing
YOU & Communications

• With the Community
  – Your small & big meetings
• With media (press)
• With ABC
  – Whatsapp, phone calls, emails, letters
• With Collector, officials, bankers
• With your party/sangham leaders
Conclusion

• The shape, character & quality of our communications define our character
• Positive & Negative
• Harsh & Soft
• Boring & Interesting
• EFFECTIVE Communication

• THANK YOU!