

MEDIA & COMMUNICATIONS

As Practiced in A.B.C.

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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 !