Public Relations within & outside the Movement

This Module is based on Public Relations, on going through you will be able to understand the skills & techniques required to build your capacity to deal with public at large and how to influence them to bring out effective results from the person you come through within or without the movement.

Objectives:
By the end of this module, you should be able to :

1. State what is public relation.
2. Explain as to whom we are to contact within & outside the movement.
3. Define some tips for better relationship.

Thought for Reflection

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

--Warren Buffer.

PUBLIC RELATION

- Public Relations is the art of bringing about better public understanding which breeds greater public confidence for an individual or organisation.
- An organisation which enjoys good public relations is the one which basically has good performance & is successful in getting people know about it. Public Relations require maintenance of high standards of performance rigidly.
- Public Relations, therefore involves everyone in the Organisation and not just the head of the organisation or the public relations without any exception, must perform well & the performance must be of the highest standard.
- Personal examples of the Leaders count very much.

Public Relations Within:

i) With Crews, other units and the group.
ii) With LA and DA.
iii) With State Association.
iv) With group committee.

Public Relations Outside:

- The RSL should arrange some programmes with the peo[redacted] for the people.
- Outside the crew the RSL should relate with the
  - Sister units of his own group.
  - Society.
  - Other sister organisations.
  - Govt. Agencies.
- This can be done -
  - Through personal contact.
  - By inviting them to crew programmes.
  - By rendering service to the local area.
  - By extending assistance to the sister organisations keeping our fundamentals in mind.

ALL EFFORTS SHOULD BE MADE TO INVOLVE THE LOCAL PEOPLE IN THE PROGRAMME.

Some Hints for Better Relationship :

- Make yourself presentable and acceptable.
- Importance of smiles (Anger makes all muscles of face strain) smile make 30 muscles strengthen.
- Discover your egoism 'I' is the smallest and the weakest link. We / you most powerful one.
- Good manner makes the difference – small courtesies.
- Appreciation – recognition is important.
- Importance to names.
- Make them interested and get interested.
- Make them part of act, let the other man feel that the idea is his.
- Spoken words have power.
- Criticism is futile.
- Arguments – avoid them.
- Control passions and anger.
- Sense of humor.
- Admitting you mistakes.
- Conversation is an art and develops it.

Service within the Movement

SERVICE is the key note of scouting for rovers 'B.P.

As is well known service is the Rover motto. It is also a part of the promise 'to help others'. Service includes service to the Movement as well as service to the community.

After all the rovers receive all the training in the Scout Movement. Hence it is a part of their duty to be loyal to the movement that is to serve the Movement. It also stresses the importance of the second law – loyalty'. It also serve as the training ground for the Rovers within the Movement. Thus service is the rent he pays for his room on earth.

Service involves – will to serve and the skill to serve.

[illegible] attitude cannot be developed overnight. This depends on their ability [illegible] develops from the general standard of training you are helping to provide in the crew.

Thus the leader's role in this subject is not something which can be developed overnight but it is continuous progress establishing the right attitude of helpfulness to others and equipping the Rover Scouts with the Training and ability to be of some service.

Further the saying goes that 'Charity begins at home'. Hence it is but right that the rover scouts are enthused to render service in their own unit first. Encourage rover scouts to give occasional service as instructors and helpers in the

troop and pack or while in a camp service may be given as quarter master etc. This is a useful introduction to community service. Their past training should ensure that they do well and enjoy their initial experiences.

The last stage in Rovering is service stage. When they are subject to be fully engrossed in service to the community as they are fully experienced. At this stage they can be encouraged to become adult leaders in Scouting by taking S.M., CM or RSL training to lead the troop, pack or crew and leaders of adults.

Thus service within the movement serves to fulfill the main aim of Scouting to make them useful and worthy citizens of country.

Service involves duty to others without expecting anything in return. This again leads us to the idea of sacrifice for others, for his home, for his country thereby leading to patriotism and loyalty of higher type.

Is should be remembered that those who render service should realise his duty to God which is to take care of the develop as a sacred trust those talents with which God has equipped him for his passage through life.

Service within the Movement can be at the unit level, in districts, at rallies, camps, meets and camporees. The same service can be at the national level when there is jamboree by listing themselves as service rovers.

Service within the Movement can be vivid such as to act as Secretaries, Games Managers, Instructors, Badge Examiners etc.

Thus service within the Movement is one of the important aspects of service to the community and the rovers are best suited for the job.

An attempt to recollect :

Hope you have gone through the module and satisfied with the objectives that is set, now it will be easy for you to answer the following questions :

1. What do you understand by Public Relation?
2. What is very important of PR?
3. With whom P R can be developed within?
4. With whom we can develop relationship outside?

5. How can we develop PR?
6. How can we involve Parents in the Group?
7. What will be the role of RSL to develop Relations outside the Crew?
8. What do the service involve ?
9. What is very importance of a Leader that counts ?
10. Can you state three points for better Relationship?

Reference Book:

1. The Practice of Public Relations, by Fraser P. Seitel.
2. Ethics in Public Relations, by Patricia J. Parsons.
3. Effective Public Relations, by Glen M.Broom.

Kindly check the answers of the above questions :

1. Public Relations is the art of bringing about better public understanding which breeds greater public confidence for an individual or organisation.
2. good performance & successful in getting people know about it.
3. * With Crews, other units and the group.
   *With LA and DA.
   *With State Association.
   *With group committee.
4. *Sister units of his own group.
   *Society.
   *Parents.
   *Other sister organisations.

*Govt. Agencies.

5. *Through personal contact.
   *By inviting them to crew programmes.
   *By rendering service to the local area.

6. To involve the local people in the Programme.
7. The RSL should arrange some progra[redacted] Crew for the people.
8. Service involves duty to others without e[redacted]
9. Personal examples of the Leaders count very much.
10. a. Appreciation – recognition is important.
    b. Importance to names.
    c. Make them interested and get interested.