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**The base of suitable service
with Mass Media**

The article describes the principles of interaction between the media and PR-department of the example of Kazakhstan companies. The stages of formation and development of Kazakhstan PR-market. Marked feature PR-manager, analyzed the theoretical aspects and the practical effectiveness of internal and external company communication.

Key words: PR-market media relations, crisis management PR, internal communications.

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**Бұқаралық ақпарат
құралдарымен өзара тиімді
қызмет негіздері**

Мақалада БАҚ-пен өзара тиімді қызмет негіздері қазақстандық компаниялар мысалында ашылады. Қазақстандағы PR-нарығының даму кезеңдері айқындалады. PR-менеджердің міндеті, мекеменің ішкі, сыртқы тиімді коммуникациясы теориялық және тәжірибелік тұрғыда сипатталады.

Түйін сөздер: PR-нарығы, БАҚ-пен тиімді байланыс, дағдарыс PR-ы, ішкі коммуникациялар.

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**Основы эффективного
взаимодействия со СМИ**

В статье раскрываются принципы взаимодействия СМИ и PR-отдела на примере казахстанских компаний. Определены этапы становления и развития казахстанского PR-рынка. Обозначены функции PR-менеджера, проанализированы теоретические аспекты и практическая эффективность внутренних и внешних коммуникаций компании.

Ключевые слова: PR-рынок, взаимодействие со СМИ, антикризисный PR, внутренние коммуникации.

THE BASE OF SUITABLE SERVICE WITH MASS MEDIA

Kazakhstan's labor market is in great need of professional public relations (PR) experts with relevant education. It is not easy to learn every nuance of the profession, which accompanied by challenges and excitement. At the same time the local PR-market does not have professionals with special education working in this field, however, their natural talents cannot be ignored. They gained useful skills of PR profession over the years through experience since they entered domestic market. Unfortunately, we should confirm that, we do not have enough qualified professionals with special knowledge in this field.

When Kazakhstan was in economic crisis, PR market has undergone significant changes. The growing demand for crisis communications, as well as financial communications hampered the growth of the market. During the crisis, lack of advice and access to effective communications demonstrated there was a shortage of qualified PR specialists. Gradually the local agencies began to be active.

In mid of 2000 the PR and media market has become an important issue. However, at this stage the importance and value of internal PR is not so clear. In 2004 companies that provided teambuilding service in Kazakhstan introduced local companies with many aspects of corporate culture.

Around 2005-06 about 81% of Kazakhstani companies paid to be advertised in local media, and most of them were engaged in paid publications materials [1]. We can't say that the level of PR was so high, because of little competition. At that time the press secretaries were more in demand, rather than PR professionals.

The public relations department is currently present in many Kazakhstani companies and treated with importance. The effectiveness of PR campaigns is estimated by the growth of positive materials in mass media. However many institutions are limited to the creation of the media card. Sophisticated techniques, including computerized news clip analysis, survey sampling, content analysis and attempts to correlate efforts directly with sales, can be used for measurement of effectiveness of media and PR campaigns. Therefore, the importance of these techniques is quite high.

Important role of PR professional lays in the ability to write publication in reputation and requirement of the media outlet. Sometimes materials can be negative about the company. Therefore,

PR specialist defines the most effective ways of using the methods above, when dealing with media. The company's PR specialist should research journalists and editors, establish good relationship with them and find out who is writing about competing companies. That will contribute in the future publications about the company.

By observing the various printed publications, we can learn about the media outlet. In general, company's positive image might be a source for the publication of information materials. At the same time lots of material about the company's activity in print editorial is highlighted as "advertisement" and that should be changed. Otherwise people would think that it is not relevant or the content is advertorial. Unfortunately, the materials that are paid in most cases have no interest for general public and they might look like advertising.

It's important that PR specialist should be focused on protecting the interests of the institution itself when working with agencies or media people. In addition they have to prepare business publications for printing in relevant industry publications. That requires some effort. The company should be ready to provide the information at any time for journalists. If the journalist cannot get the necessary information about the company, he won't ask it for the second time.

During the assessment of the publications, PR specialist should know the effectiveness of media and communication and know its target audience and how they can make decisions based on this information.

Public relations specialist has to possess various skills and manage them in crisis situations. The crisis may come at any time. That can be disasters, consumer dissatisfaction with the quality of the product or service, workers' strike, scandal, corruption, etc. All this might have a negative impact on the reputation of the company. In the matter of the urgent need PR specialist has to react quickly. Of course, it's better to avoid the crisis, but it might be helpful to be prepared and have knowledge of crisis management in the worst case scenario.

Forecast of anti-crisis measures is to focus on the issues. The anti-crisis tools, methods and recommendations are made in advance. How to communicate with journalists about what is required in the event of a crisis? How to discuss difficult issues? What kind of situation should it be and who should be interviewed? The person who is responsible for all the answers is PR specialist. PR person manages effective cooperation with stakeholders in the field of media and information policy.

In Kazakhstan a lot of companies' established effective communication with media, government and other stakeholders. Not all of them have their own PR department and they are engaged in outsourcing their PR activities. The current PR market provides the following services: media events, press conferences, blog tours, speech writing, promotion of a new product or service, etc.

The role of PR manager is to implement the company's PR strategy, and one of the main part of the PR specialist's job is to establish good relationship with the media and meet their needs. There are 96 per cent of Kazakhstan companies PR activities carried out with help of media. It is necessary to establish effective relationships with editors and journalists, which usually planned ahead and sometimes by combining the interests of society as their stakeholders, and others to respect the Code of Conduct. The PR plan of the work and activities is the most important aspect of the media and communication [2].

The main part of the plan needs to communicate effectively with media. The more and better relationships they can build, the more influence they can exert on the media. The sources of information can be anywhere and be accessed in formal or informal way. Open sources of information in media are: the Internet, information leaflets, press releases, briefings, press conference materials. It is easy for various companies just to pay for article to be published or printed. But as it was mentioned before people are not always trust the information when it was paid to be published. At the same time PR materials should be useful for society. In order to publish the material free of charge in newspaper/journal or even post it on web platform it needs to study the needs of the media, to be able to satisfy and establish close relationship with the media, so to become a permanent source of information.

PR person should be able to choose information properly which is relevant to the interests of the media outlet. Because not only newspapers/journals/TV/radio/blogs has different subjects, also they have audiences in different ways. Institutions are often hold important and significant events, as well as quite a few large companies to achieve good results. It just should be advantageously transmitted through the media. PR specialist should always try to publish PR materials for free, that will depends on his talents and abilities to pursue main editor in chief that their PR article is relevant and interesting for the audience of that media outlet. PR person also should not impose his point of view, in case of failure to provide required information, data or analysis, wont

make a good favor for PR person. There are lot of factors that can affect publishing PR for free and PR should know them and also be aware of trends.

Internal communications were always been a biggest part of in the office life. PR manager should be very careful with confidential information that can be internal communication. Also it can be the only source of information, but usually for journalists it's challenging to obtain such information from other media or from inside the company. The job of journalist is to collect honest and reliable information to prepare all the necessary material for article.

If the journalist did not obtained the data in sufficient way or the information is unreliable, because obtained from public sources or not trustworthy, it might be considered as second-order information. In this case, the reliability of the primary source is very important. According to Sam Black, giving confidential information to media, PR person should warn not to publish it [3]. Do not agree with this opinion, is necessary in company's interests to keep confidential information.

Organization of information due to disagreement with the crisis experienced PR specialist with the media to give a rational set of true relationships, organization, positive attitude. PR specialist to work hard and interesting. Heavy competition among the thousands of news that PR can be a barrier to prevent the publication of the material, not only the type and weight of the content and speed of information (in electronic form) to the location of the material in the media. Thus the audience with a sense of responsibility to society and the media to provide them with information in a timely manner.

Public relations builds publicity for the organization and coordinates media interaction and events. The crisis communicator's job is to protect the image the PR specialist has worked so hard to cultivate during a crisis. Without proper crisis communication, the results can be disastrous. PR person would be struggling to figure out what to do. There is a great risk of looking like organization is trying to cover something up. Ultimately, company could lose credibility with their audience—which would be the worst.

Due to the fact that PR practitioners often face the challenge of dealing with positive as well as negative publicity, monitoring media is essential. PR is about anticipation and interpretation of public opinion and attitudes that might impact the future of a company. Customers, suppliers, employees, investors, journalists and regulators can have a powerful impact. They all have an opinion about the company they come into contact with – whether

good or bad, right or wrong. These perceptions will drive their decisions about whether they want to work with, shop with and support these companies.

In today's competitive market, reputation can be a company's biggest asset – the thing that makes you stand out from the crowd and gives you a competitive edge. Effective PR can help manage reputation by communicating and building good relationships with all company's stakeholders.

The larger the organization the more closely must be communication with the media and need to develop a close relationship. The relationship between the news media and the PR industry is a complex and increasingly symbiotic one. The media is the central for much of the PR industry's messages. PR practitioners want to place their stories in the news or other publications and programmes. Without being able to do this, PR would lose one of its main avenues for communication with the public. Only after this information is carried out in bilateral cooperation information can be competitive in the market strategy. It includes: the target audience, effective methods of service, the media, etc. In the media and the organization of joint principles to the organization identifies. Aleshina gives us 10 points and advice. If the information from the media distort the facts, on what measures to use in [4].

The press service is the part of the government through the various activities with the media take political decisions aimed at eliminating political institution. The press service of the classical definition of the public interest, taking into account the need to take into account the target audience is told that it should refrain from unilateral. Press service of the objectives of the endless inform the public about the decisions taken about the activities of the organization (is carried out through the media), and other organizations, citizens proclaims, social and political phenomena to predict authorities will inform the authorities and officials form the image of their service analyzes the views of the public opinion, the media of the different types of information (press release, overview, etc.) prepared and distributed in accordance with the Law on Mass Media journalists covering the activities of the organization on behalf of the editorial will give an accreditation, press conferences, briefings, etc. will prepare the meetings. Finally, distributes information and media information services, media organization evaluate the materials. Press service, depending on the structure of the organization. The location of the press service of the organization, a separate room must be provided with technical equipment must be experienced people working

there may be freelance workers. Digital printing equipment, lab, digital video, free distribution of information within the organization, media monitoring, corporate publications rational organization of the press service.

PR specialist writes the topic is what journalists need to know that professional level.

The press service of the institution, with consistency and with a single information, journalists should be provided with all the information needed. The problem is there is no information. You do not have to be the first head of the customer, in the full knowledge of the case, his head next to a man should even be a source of information for the media. Their self-confidence, will help them to give interview to journalists and improve language skills, brief answers to all the questions, with practical examples with facts. If false or misleading information has been published in the press, it should be taken immediately (to prevent exposing false information).

Of course, it is impossible to be in a good relations with all the media in Kazakhstan. However,

the material quality of the organization is the right choice for publication in the media knew. The Large Kazakhstan companies, institutions, media centers can make media cards (media database). Where the mass media in their contact list, description (type, form, genre, frequency, circulation, direction, the audience, the internal structure of the editorial address) will be displayed and updated this list is updated from time to time.

Comprehensively trained professionals working in PR department of any company should know all the information about the institution and should be able to establish effective relationship with the media. Efficient and professional relationship with the media determines the location of the company's image in the society and creates a favorable public opinion. The development of the relationship with the media, ethics be more inclined to save any changes you need to put the interests of the society rather than corporate purposes. In general, it is necessary that each journalist and PR specialist with the implementation of the quality of their work have to develop mutual understanding.

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