

Department of Journalism & Mass Communication



Understanding Public Relations: Professional Experience at
Concito PR

Submitted by
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A report submitted to the Department of Journalism and Mass Communication in partial fulfillment of
the requirements of the degree of BSS (Hon's) in Journalism and Mass Communication

December 2018

LETTER OF TRANSMITTAL

Date: December 10, 2018

Dr. Md. Towfique-E-Elahi

Assistant Professor

Department of Journalism and Mass Communication

Daffodil International University

Subject: Submission of internship report.

Dear Sir,

It is my pleasure to submit my internship report on ‘**Understanding Public Relations: Professional Experience at Concito PR**’ to you. This was an amazing opportunity for me to gather first-hand experience on public relations at Concito PR, one of the leading PR agencies in Bangladesh. I am certain that this experience will help me a great deal in advancing my professional career.

I have dedicated my highest efforts to learn as much as I could during the internship. I will be glad to provide any further clarification that you may require.

Sincerely yours,

.....

Ananna Farzana

ID: 151-24-471

Department of Journalism and Mass Communication

Daffodil International University

DISCLAIMER

I, **Ananna Farzana**, hereby declare that the internship report on ‘**Understanding Public Relations: Professional Experience at Concito PR**’ is prepared by me after the completion of my three-month internship at Concito PR.

I also confirm that the report is prepared only for my academic requirement and not for any other purpose. I declare that the report or any part of the report is not allowed to be used for any purpose without my permission.

.....

Ananna Farzana

ID: 151-24-471

Department of Journalism and Mass Communication

Daffodil International University

December 2018

Certificate of Approval



I am pleased to certify that the Internship report on ‘**Understanding Public Relations: Professional Experience at Concito PR**’ prepared by Ananna Farzana bearing ID No. 151-24-471 of the Department of Journalism and Mass Communication has been approved for presentation and defense. Ananna Farzana has worked at **Concito PR** as an intern under my supervision. She has completed the work during the Fall 2018 semester.

I am pleased to certify that the data and the findings presented in the report are the authentic work of Ananna Farzana.

As a human being, Ananna bears moral character and a very pleasing personality.

I wish her all the success in life.

.....

Dr. Md. Towfique-E-Elahi

Assistant Professor

Department of Journalism and Mass Communication

Daffodil International University

Acknowledgement

I had a great time preparing my internship report. I would like to convey my earnest gratitude to my honorable Supervisor, **Dr. Md. Towfique-E-Elahi** for guiding me throughout the process of preparing the report.

I am also grateful to the management and every single member of the team at **Concito PR**. My special thanks to **Aklima Jannat, Content Developer; Alex Dip Chakrabarty, Senior Consulting Associate** and **Tahrima Tabassum, Senior Consulting Associate** at the agency who have been instrumental in my understanding of public relations.

Abstract

Internship, without a doubt, provides one with the opportunity to learn, grow and acquire professional skills. As a student of Journalism & Mass Communication, through the course of this internship, I had the opportunity to gain knowledge about the process of public relations. In this report, I have focused on presenting my understanding of public relations, the process of work, my learning and showcasing samples of my work during the period of internship.

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1. About the internship

1.1 Description

Internships provide prospective employees the chance to gather knowledge, experience, and skills in their desired sector of work. It also paves the way for them to develop a network of contacts, check how compatible they can be in that particular field and gain the required credits for completing their university program.

Internships usually last for a fixed duration, three to six months in most cases. As a part of my internship semester (Fall 2018), I joined Concito PR, a public relations agency for a three-month internship that started in September and ended in November, 2018. I worked as an intern for the content development team at the agency. My job responsibilities included developing press release, media invitations, articles, translation and any other contents required for the clients of the company.

1.2 Reason for choosing Public Relations

After having completed all the required courses before internship, I was not particularly enthusiastic about pursuing core journalism. But I wanted to work in a sector where I could implement the mass communication skills I gathered from my undergrad program. I wanted to choose a sector that allowed me to do that. As I have had some experience in the field of advertisement, I was not alien with the agency culture. Public relations is a comparatively new concept in Bangladesh. The thought of exploring this industry excited me. I wanted to witness how things work at a public relations agency. I was intrigued by the saying that a good PR story is infinitely more effective than a front page ad. As Ronn Torossain said, PR is a mix of journalism, psychology and lawyering- it's an ever-changing and always interesting landscape. I wanted to take up the challenges of this ever-changing industry.

1.3 Purpose of the internship

I went in for this internship with the following objectives in mind:

- Getting an introduction about the process of public relations
- Acquiring knowledge about how to create contents for the purpose of public relations
- Becoming accustomed to a professional environment
- Understanding how reporters think while covering an event
- Practicing punctuality, dedication and attention to detailing
- Establishing team bonding and a professional relation with co-workers

- Being able to excel under pressure and meeting deadlines
- Delivering contents timely while maintaining the quality of work
- Learning how to take briefs and being able to handle clients
- Exploring various methods of communication

1.3 Limitations

As an intern at the content team, I had to focus on creating content according to the brief received from the account team. As a result, I did not get many chances to interact with clients. Additionally, I had to skip the details of many aspects of the services of Concito PR in this report due to legal restrictions and in order to respect employer confidentiality.

2. Understanding Public Relations (PR)

2.1 Definition

Public relations refers to the process of building and maintaining strong and actionable relationships with the people that are critical to the success of an organization. Public relations agencies act as the custodian of the goodwill of their client brands. PR agencies work towards driving a positive reputation for their clients by implementing effective communication strategies.

The agency will arrange for the necessary campaigns, make sure the events organized by the brands get a generous amount of media coverage, arrange third party collaborations if necessary. PR evaluates public attitudes, identifies the policies and procedures of an organization with the public interest and executes a program of action to earn public understanding and acceptance. Like advertising, public relations, too, is a way of reaching people with a message.

2.2 Brief History

Public relations has been in practice for centuries. The Greeks called it ‘Sematikos’ which loosely translates as ‘to signify’. It refers to the process of getting people to believe and do things. Evidence of Public relations can be traced back to as early as 50 B.C. when the first campaign biography, Caesar’s Gallic Wars was written by Julius Caesar.

PR in the true sense of the word, however, started its journey in the early 20th century. According to a portion of communications experts, Ivy Lee (1877-1934) is considered to be the father of Public relations while some believe it was Edward Bernays (1891-1995).

Ivy Lee is best known for introducing the term “public relations” and for pioneering the modern press release. Lee basically used it as a one-way propaganda for his clients. He also famously worked for the company Standard Oil founded by John D. Rockefeller. According to Lee, PR

stands for the actual relationship of the company to the people and that relationship involves more than talk. The company must act by performing good deeds.

Lee's press release was refined as a PR tool by Edward Bernays. He had immense contribution to the development of the theory of public relations. Bernays is said to be influenced greatly by his uncle and Professor Sigmund Freud in his concepts of PR. 'The Engineering of Consent', 'Propaganda' and 'Crystallizing Public Opinion' are some of the notable books written by Bernays. He argued that PR is an applied social science that manages and manipulates public opinion by the use of sociology, mass psychology and similar disciplines.

2.3 Overview of the PR industry in Bangladesh

In 1979, The Bangladesh Public Relations Association (BPRA) adopted the Code of Ethics for Public Relations formulated by the International Public Relations Association (IPRA). At present, more than three hundred semi-government, autonomous and private organizations and almost all government organizations in Bangladesh have PR setups.

During early years of the independence, the government of Bangladesh instructed various departments and ministries to launch PR programs by utilizing existing media and resources. The different kinds of PR programs in Bangladesh are designed keeping in view the socio-economic situation in the country. Most people, even in the urban areas did not have adequate access to all TV channels, newspapers, periodicals, booklets and other printed matters until a couple of decades ago. At present, PR experts communicate to the people the plans, programs, activities and policies of the government and the successes and failures to ensure support and participation in the governance. The electronic media and interpersonal communication as well as traditional media are put in use for conducting PR programs.

2.4 Importance of Public Relations

Alongside the quality, publicity plays a major role in selling a product or service in the current time. Because of the existing aggressive competition in today's world, it is important to have a positive public image. While marketing strategies are always at work, there is a heavy reliance on PR specialists as well. Politicians, too, benefit to a great extent from a positive reputation.

To sum it up, public relations agencies play a vital role in the modern world in the overall success of their clients, be it a brand or an individual.

2.5 PR and Propaganda

Ivy Lee, Edward Bernays and the likes of Carl Byoir and John W. Hill pioneered the field of public relations in the modern era. But they are also held accountable for presenting PR as propaganda in the public eye. PR specialists till this day have to bear the brunt of public relations being equated with propaganda.

2.6 PR vs. Advertising

Public relations and advertising often share the same goals of increasing sales of a product or a service. But public relations usually works in a more subtle way. By creating and maintaining

a positive image for a brand or individual, PR experts help build a stronger relation with the public for them. As a result, the brand or the individual becomes more credible in the eyes of the public. While advertise is likely to increase the sale of a product or service by directly promoting it, public relations focuses on strengthening public communication, helping the brand in the long run. People are more likely to buy from the brands they have a positive opinion about, rather than the brands with negative impression. Most part of the general public have more belief in the mainstream media and find it more credible than paid advertisements.

2.7 PR Tools and techniques

PR specialists use a variety of techniques and tools on a daily basis in order to build a positive image for their clients. Some of the most common ones have been discussed below.

2.7.1 Arranging press conferences and interviews

It is essential for brands and individuals to create buzz about an event before it takes place. The better media connections a PR agency has, the easier it becomes to organize interviews and press conferences prior to any particular event. This results in the events becoming successful by garnering more exposure and publicity.

2.7.2 Media invitations

In order to make sure that the events organized by their clients are getting featured in the mainstream media, public relations agencies send out brief and informative media invitations to the editors and news-in-chiefs with a request to send appropriate reporters and photographers to cover the events.

2.7.3 Press releases

Press releases are an excellent method for creating hype about any event. Getting an informative press release written and having it sent to the media is one of the most important tools for effective public relations. If written aptly and spread through the correct channels, information released through the mainstream media can have a much stronger impact than traditional ads. Press releases increase the chance of a news getting published in the mainstream media, showing brands in the light they want to be showcased. They also help reporters when they are unable to attend an event for some reason.

2.7.4 Creation of speeches

Brand representatives often need deliver speeches at various events. The speeches must be concise, engaging and easy to understand. These speeches play a pivotal role in establishing the brand identity for a company or individual. Public relations agencies are often handed the responsibility of creating such speeches which require a huge amount of research and creative decision making.

2.7.5 Newsletters

Newsletters are perfect for sending out information about the latest developments of products, services, brands and individuals directly to the target audience. PR agencies use newsletter to create and strengthen public relationship.

2.7.6 Managing internal communications

PR agencies need to make sure of a good off stage and on stage coordination and sound communication on all verticals in order for an event to be successful. It is usually the PR agency that welcomes and accommodates representatives of the media at an event organized by their client brands.

2.7.8 The Internet

With the invention of internet, the way people communicate has seen a dramatic change. In order to stay relevant, PR experts, too, have taken to the internet for keeping up a positive communication their clients and the public. Alongside the traditional PR tools, modern methods of public relations put emphasis on things like content publishing on the internet, the social media, blogs, podcasts and Search Engine Optimization (SEO).

3. About Concito PR

3.1 Brief Introduction


Concito PR is one of the leading public relations agencies in Bangladesh. It is an exclusive affiliate of Burson-Marsteller, one of the largest and most prolific PR organizations in the world with more than 120 offices and affiliate offices in over 80 countries across six continents.

Over the years, Concito PR has proved efficient in building a positive image, creating favorable conditions and garnering goodwill for its clients. The agency believes in a 360-degree approach for each and every campaign it executes through methodical, scientifically sound and ethical steps. The word ‘Concito’ comes from the buzz created in the marketplace in ancient Rome. Concito PR maintains the same objective of creating a buzz by building a positive viewpoint for clients.

Inspired by the decision to contribute to the present and potential business sector of Bangladesh, the founders of Concito PR wanted to break the traditional concepts of public relations practiced in the country. Over the years, the agency has become an influential entity for companies and individuals.

3.2 Organization Profile

Organization	Concito PR
Address	Level#4, House # 13, Road # 7, Block – F, Banani, Dhaka-1213, Bangladesh.
Telephone	+02 55042273
Web Address	http://concitopr.com.bd

Email	info@concitopr.com.bd
Nature of business	Public Relations Agency
Launched	12 May, 2009
Logo	

3.3 Organizational Structure

Concito PR has the following organizational structure at present.

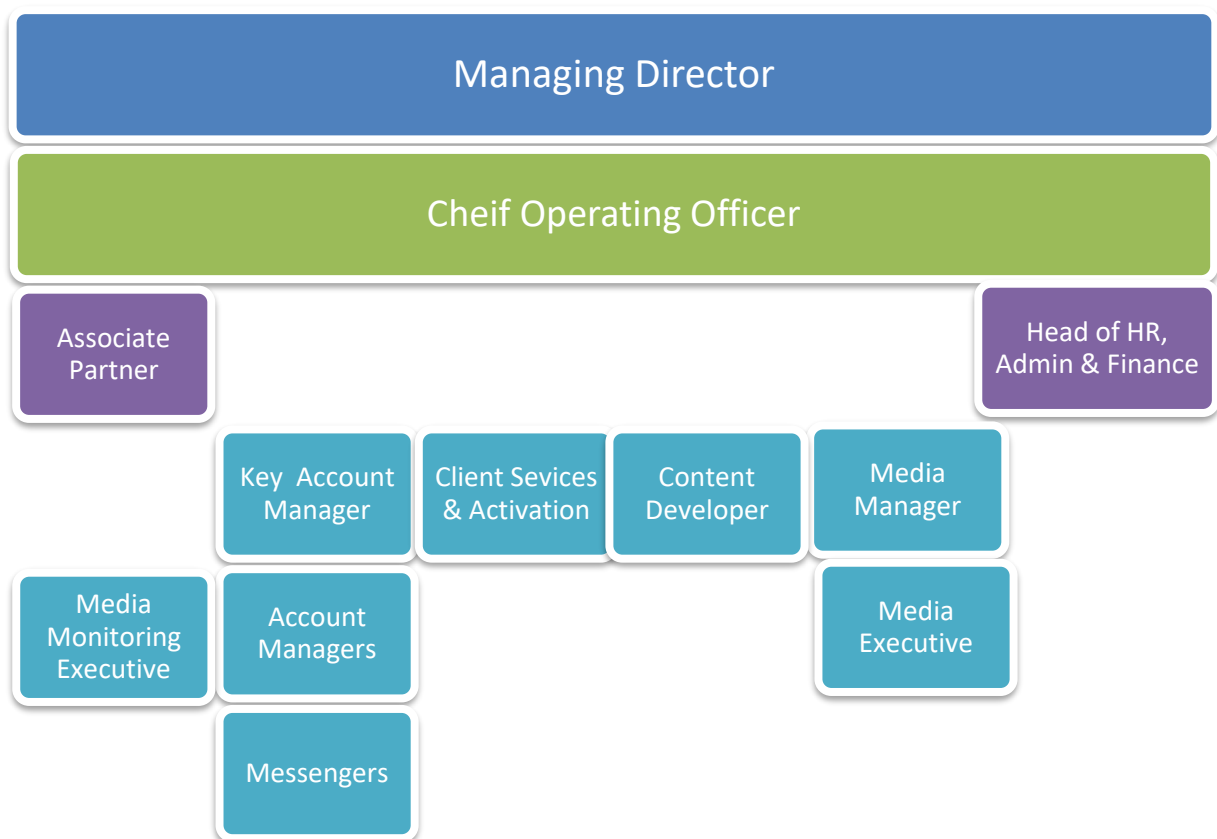


Figure 1: Organizational structure of Concito PR

3.4 Concito PR's Mission

Concito PR's mission is to be 'one' with its clients and help them achieve the desired goals. The agency will deliver measurable results by approaching the challenges with strategic thinking and addressing the issues with effective and rational communications.

The agency aims to be one of the premier communication firms in the country with a leadership position in the industry. It wants to pioneer ideas and innovations, adding value to its clients and its people with exciting growth opportunities.

3.5 Concito PR's Vision

Concito PR's vision is to adhere to the highest standards. It aims to serve its clients and people with the 'best practice' in the industry. Concito PR strives to provide its clients with quality work backed by research, knowledge, ideas, creativity and innovations.

3.6 Capabilities

3.6.1 Corporate Communications

Concito PR has placed itself as an organization with excellent rapport with almost all corporate entities of the country. The agency promises to deliver strategic counsel and execution that are designed to meet a client's business objectives. Other expertise of the agency include Brand Positioning, Organizational Communications and Positive Portrayal.

3.6.2 Public Affairs

The corporate entities and other organizations are often affected by the decisions made by government officials and regulators. Concito PR acts as an advisor to maintain the interest of its clients and continues respectable relationship with the authority. The people at Concito PR sustain a healthy rapport with the political individuals. Concito PR promises expertise to help clients with public policy.

3.6.3 Media Relations

Concito PR nurtures media relations strategy at the very core of all its communicative programs. Some of the agency's specialists are former journalists with solid reputation and strong connections in the industry. This puts Concito PR at the very top of the game when it comes to networking within the media and journalist community.

3.6.4 Brand Marketing

Concito PR believes that the present world is consumer-centric and relevant brands exist to provide their consumers with memorable experiences. This approach of the agency enables clients to create strategic, integrated programs through which they can establish a crystal clear image of themselves for the general people. It also provides Concito PR with the opportunity to unleash some of the most creative solutions that go on to capture consumers' attention by making them think and feel.

3.6.5 Crisis Management

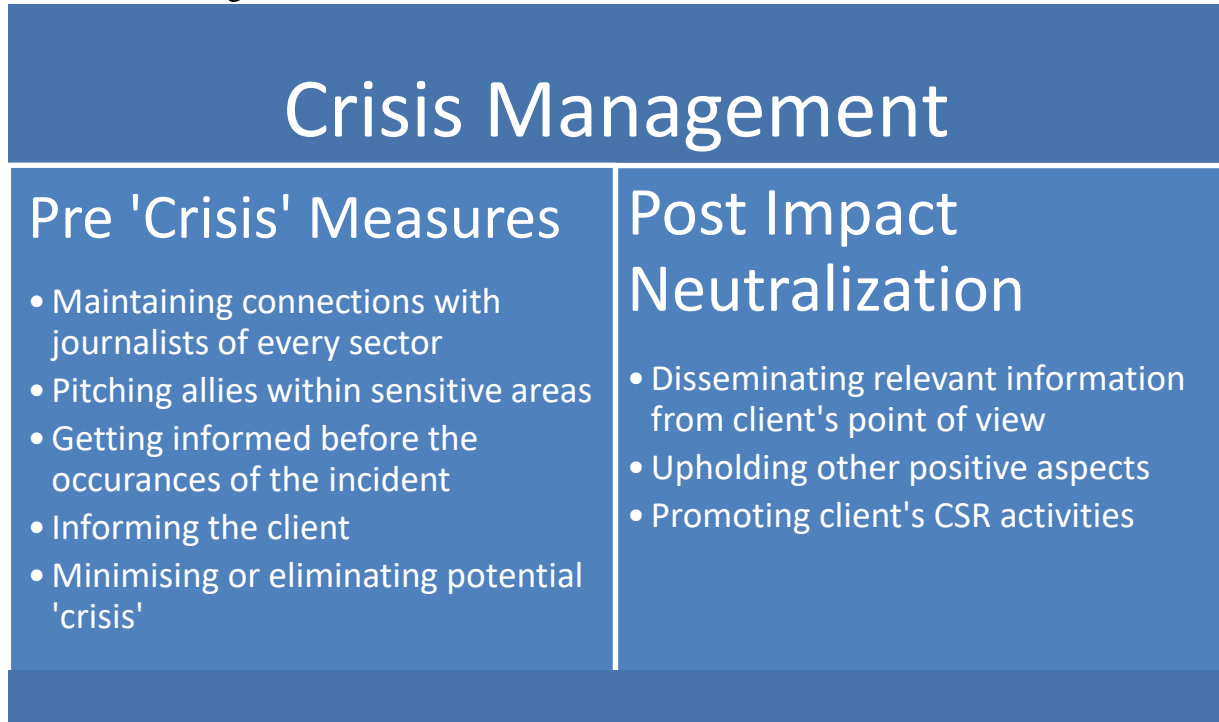


Figure 2: Basic Crisis Management Model at Concito PR

There are many cases when questions are raised against a reputable company. Starting from unpleasant rumors, product inconsistency to a bad customer service experience can cause trouble for big brands, to the point of having to face lawsuits. Such incidents harm the public image of a brand to a great extent along with a fall in sales. Concito PR comes into play in these circumstances, reacting fast to minimize the damage.

3.7 Competitors

Impact PR established in 2005, Masthead PR established in 2007 and Forethought PR established in 2009 are the biggest competitors of Concito PR in Bangladesh.

3.8 Work Process

Every public relations agency has its own unique way to process work. Concito PR handles both event-based PR campaigns and non-event PR campaigns. Concito PR maintains the following stages of PR execution to obtain value, credibility and mileage for its clients.

3.8.1 Account Management

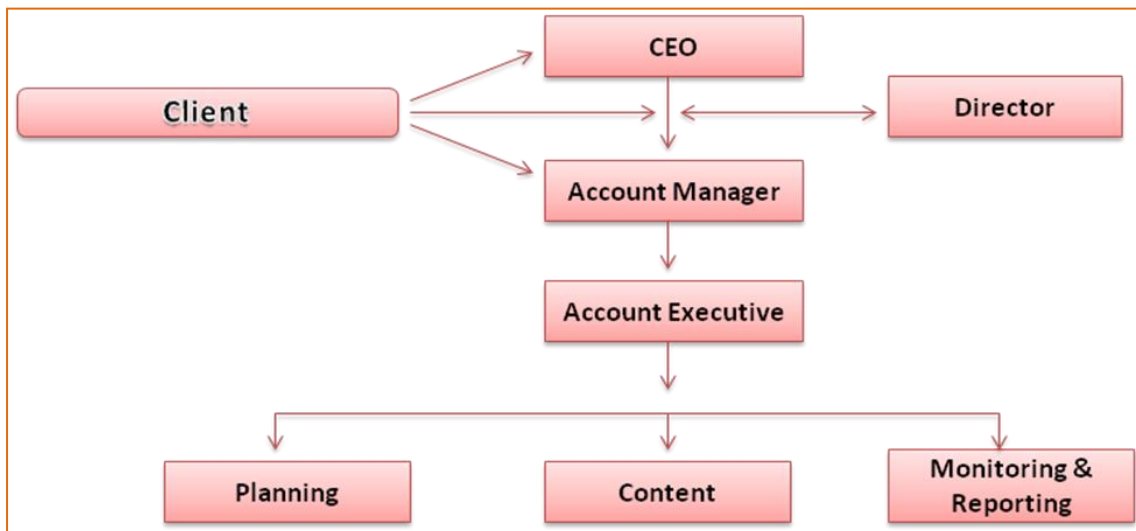


Figure 3: Structure of the Account team at Concito PR

The PR process starts with setting up an Account Management team, responsible for managing a client's account. This is the team that handles clients, notes requirements, brainstorms, plans and comes up with a PR calendar for clients. Meetings with the CEO and Director are held with the clients in the initial stages and later if necessary. Members of the account management team at Concito PR have immense amount of experience, coming from prestigious educational institutions and profound corporate backgrounds.

3.8.2 Content Development



Figure 4: Work process of the content team at Concito PR

3.8.2.1 Taking campaign/event brief

PR campaign or event brief is provided by the client. For event based PR campaigns client sends the details of the event. Understanding the brief is an essential skill for content developers.

3.8.2.2 Media Invitation

Content developers have to write the official letter sent to media outlets requesting to send reporter and photographers to cover the event.

3.8.2.3 Invitation Letter

The official letter inviting a VIP individual to be present as the chief guest or special guest at an event is also written by content developers.

3.8.2.4 Press Release (Bangla/English)

In most cases, clients rely on their hired PR agency to develop a press release. Client provides details of the event and the content developers use their best creative ability to develop press releases that are brief yet thorough. A content developer at a PR agency must understand the requirements of the reporters and have a strong sense of news. This helps them develop press releases that attract readers when published.

When necessary, photos are included with an apt caption for the press release sent to the press. For the electronic media, a selective sequence of audio or video footage is dispatched (if any) along with the press release.

3.8.2.5 Speech of Spokesperson

In case of an event based PR campaign, in many cases, a content developer has to write the speech for the spokesperson.

3.8.3 Media Communication

Before communicating with the Media, Concito PR distinguishes between various types of events. Based on that, members of the media team tap the appropriate segment of the media, after having been approved by the client. Segments of the media include the top editorial board, commercial section heads, sub editors, business editors, entertainment editors, IT or tech editors and lifestyle editors.

3.8.4 Monitoring and reporting

Monitoring and reporting is the final step, this is where public relations professionals make a final analysis of the success of their campaign or communication. Monitoring and reporting department of Concito PR provides clients with documentation, analysis, or copies of media content of interest to the clients. Monitoring and reporting covers all media types including print, online, TV and radio to keep track of what is being said about clients, their field of operations, their competitors, or other specified topics of interest. Concito PR's monitoring and reporting department will analyze and provide feedback to their client in the form of press clippings, monitoring reports, and media analysis.

4. Work samples

During my time at Concito PR, I worked as an intern in the content development team. Here are a few samples of my work.

4.1 Sample 1: Press Release for MindCurreant

The following is a sample of a press release I developed on the signing of agreement between MindCurreant and Women In Leadership (WIL) on 12 November, 2018. Dhaka Tribune, The Financial Express, Daily Sun, Tech & Green and Corporate News covered the news with the information provided in the press release.

Mind-curreant and Women In Leadership sign agreement to take women forward

[Dhaka, 12 November, 2018] – Mindcurreant, Bangladesh’s first interactive e-learning platform has recently signed an agreement with Women in Leadership (WIL) at the Women of Excellence 2018 program at Le Méridien, Dhaka. The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further.

Mindcurreant is a platform where mentors can take classes online with a real-life classroom environment while maintaining a two-way communication with the students. As it is completely online based, millions of students around the country can access the best learning resources through Mindcurreant, regardless of whether they live in the capital or in small towns outside Dhaka. Mindcurreant offers amazing flexibility and saves the learners plenty of time and hassle. It plans to introduce courses to aid university admission tests and international language tests like the IELTS soon to ensure convenience of the learners.

Shariful Islam, Founder and Editor, Bangladesh Brand Forum; Nazia Andaleeb Preema, Visual Artist, President of Women in Leadership (WIL), Director and Creative Editor, Bangladesh Brand Forum and Zaman Md. Bahadur Khan, CEO, Mindcurreant, were present during the signing ceremony.

Zaman Md. Bahadur Khan, CEO of Mindcurreant said, *“We are working towards bridging the gap between prime cities and small towns, so anyone can access good teachers, trainers, contents and methods, and a standardized education no matter where they live. We are positive that this arrangement is going to accelerate the endeavor.”*

[Photo Caption]- Mindcurreant, Bangladesh’s first interactive e-learning platform, has signed an agreement today with Women in Leadership (WIL) at the Women of Excellence 2018 program at Le Méridien, Dhaka. The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further. Shariful Islam, Founder and Editor, Bangladesh Brand Forum; Nazia Andaleeb Preema, Visual Artist, President of Women in Leadership (WIL), Director and Creative Editor, Bangladesh Brand Forum and Zaman Md. Bahadur Khan, CEO, Mindcurreant, were present during the signing ceremony.

Figure 5: Press release on MindCurreant and Women In Leadership signing agreement to take women forward


Dhaka Tribune

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MindCurrant and WIL sign agreement to take women forward

Published at 10:25 pm November 12th, 2018



Agreement signing ceremony between MindCurrant and Women In Leadership (WIL) at Le Méridien, Dhaka. Courtesy

The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further, said a press release.

MindCurrant, Bangladesh's first interactive e-learning platform, has recently signed an agreement with Women in Leadership (WIL) at the Women of Excellence 2018 held at Le Méridien, Dhaka.

The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further, said a press release.

Speaking at the event, CEO of Mindcurrant Zaman Md Bahadur Khan said: "We are working towards bridging the gap between prime cities and small towns, so anyone can access good teachers, trainers, contents and methods, and a standardized education no matter where they live. We are positive that this arrangement is going to accelerate the endeavor."

Among others, Founder and Editor of Bangladesh Brand Forum (BBF) Shariful Islam, and President of WIL and Director and Creative Editor of BBF Nazia Andaleeb Preema, were also present during the

JUST IN

- 12:45 pm Myanmar seizes boat carrying 93 fleeing Rohingya camps for Malaysia report
- 12:32 pm Bangladesh's sole female candidate, Davina Prasad Nayak, election
- 12:21 pm Infographic: Insight abstract to show interior of Mars, interactive, science
- 11:43 am Infographic: Ukraine-Russia conflict sends to sea, Europe
- 11:33 am Infographic: May takes Brexit plan to British Parliament, outside
- 11:33 am "Rabbar" killed in Jessore 'gunfight', Myanmar

Figure 6: News of MindCurrant on Dhaka Tribune, Published 12 November 2018

FE The Financial Express

Mindcurrant, Bangladesh's first interactive e-learning platform

Thursday, 15 November 2018



Mindcurrant, Bangladesh's first interactive e-learning platform, has recently signed an agreement with Women in Leadership (WIL) at the Women of Excellence 2018 programme at Le Méridien, Dhaka. Shariful Islam, Founder and Editor, Bangladesh Brand Forum and Nazia Andaleeb Preema, President of WIL, seen exchanging the documents

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Telephone : PABX : 9553550 (Hunting), 9513814, 7172017 and 7172012 Fax : 880-2-9567049

Figure 7: News of MindCurrant on The Financial Express, Published on 15 November 2018

TRUE AND IMPARTIAL
daily sun

Tuesday, 27 November, 2018 | today's newspaper | magazine | e-paper

বাংলা সংস্করণ

front page | back page | metropolis | sun extra | editorial | news & newsmaker | business | asia | world | culture/entertainment | more

breaking news: NP picks 120 candidates for 69 seats

Today's Newspaper / Business / Mindcurrant, WIL ink agreement

Mindcurrant, WIL ink agreement

Business Desk 15 November, 2018 12:00 AM

Mindcurrant, Bangladesh's first interactive e-learning platform, signed an agreement with Women in Leadership (WIL) at the Women of Excellence 2018 programme at Le Méridien in the capital recently.

The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further, said a press release.

Mindcurrant is a platform where mentors can take classes online with a real-life classroom environment while maintaining a two-way communication with the students.

Shariful Islam, founder and Editor, Bangladesh Brand Forum, Nazia Andaleeb Preema, Visual Artist, President, Women in Leadership (WIL), Director and Creative Editor, Bangladesh Brand Forum and Zaman Md. Bahadur Khan, CEO, Mindcurrant, were present during the signing ceremony.

Zaman Md Bahadur Khan, CEO, Mindcurrant said, "We are working towards bridging the gap between prime cities and small towns, so anyone can access good teachers, trainers, contents and methods, and a standardized education no matter where they live."

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Figure 8: [News of MindCurrant on Daily Sun](#), published on 15 November, 2018

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Mind-currant and Women In Leadership signs an agreement

written by Tech Teen | November 12, 2018



Mindcurrant, Bangladesh's first interactive e-learning platform, has recently signed an agreement with Women in Leadership (WIL) at the 'Women of Excellence 2018' program at Le Méridien, Dhaka. The agreement will enable WIL mentors to teach women how to develop corporate skills and take their careers further.

Mindcurrant is a platform where mentors can take classes online with a real-life classroom environment while maintaining a two-way communication with the students. As it is completely online based, millions of students around the country can access the best learning resources through Mindcurrant, regardless of whether they live in the capital or in small towns outside Dhaka. Mindcurrant offers amazing flexibility and saves the learners plenty of time and hassle. It plans to introduce courses to aid university admission tests and international language tests like the IELTS soon to ensure convenience to the learners.

Shariful Islam, Founder and Editor, Bangladesh Brand Forum; Nazia Andaleeb Preema, Visual Artist, President, Women in Leadership (WIL); Director and Creative Editor, Bangladesh Brand Forum and Zaman Md. Bahadur Khan, CEO, Mindcurrant, were present during the signing ceremony.

Figure 9: [News of MindCurrant on Tech & Teen](#), Published on 12 November 2018



Figure 10: News of MindCurrant on Bangladesh Pratidin, Published on 12 November 2018



Figure 11: News of MindCurrant on bdnews24.com, Published on 12 November 2018



Figure 12: [News of MindCurrant on Sharebiz](#), Published on 17 November 2018

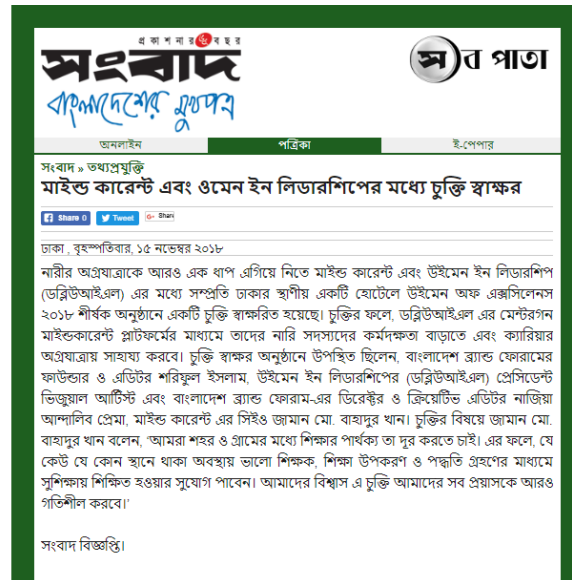


Figure 13: [News of MindCurrant on The Sangbad](#), Published on 17 November 2018

4.2 Sample 2: Pre-event press release for PFDA-VTC Trust



PFDA-VTC Trust anniversary celebration this Friday

The program will contain special performances by autistic children

[Dhaka, 25 October, 2018]- The only organization in Bangladesh providing vocational training to children with special needs (autistic), PFDA-Vocational Training Centre Trust (PFDA-VTC Trust) has completed four years. The organization has arranged a program to celebrate the occasion on 26 October 2018, 5:30 pm onwards at Jatiya Natyashala, Bangladesh Shilpakala Academy. The program has been arranged to aware parents of special children, general people and employers about the ability of the children.

Social Welfare Minister Rashed Khan Menon will be present as the chief guest at the four years anniversary program chaired by Sajida Rahman Danny, Chairman of the trust. Kazi Amin, Executive Chairman of Bangladesh Investment Development Authority, Imran Karim, Vice Chairman of Confidence Group, Liaquat Ali Lucky, Director General of Bangladesh Shilpakala Academy and theatre personality Ramendu Majumdar along with high officials of government and private organizations will be present at the event.

The program will feature "Manchitrer Jonno" a play on the war of independence by the theatre group "Karishma" formed by autistic children, best parents of the year awards and the launch of VTC Apple among other activities.

Figure 14: Pre-event press release on the anniversary of PFDA-VTC Trust

4.3 Sample 3: Press release on BAMBA concert's press conference

Concert for Autism Awareness to be held on 28 September

Army Stadium to host 12 popular bands of Bangladesh

[Dhaka, 16 September, 2018] A concert for autism awareness was announced today at a press conference held at the Tawfiq Aziz Khan Seminar Hall, The Daily Star, Dhaka. The concert is being organized jointly by PFDA-Vocational Training Centre (PFDA-VTC), Bangladesh Musical Bands Association (BAMBA), the Ministry of Social Welfare and SkyTracker Limited. The concert will take place on 28 September, 2018 at Bangladesh Army Stadium.

Chairman of PFDA-Vocational Training Center Trust Sajida Rahman Danny, BAMBA President Hamin Ahmed, General Secretary Sheikh Monirul Islam Tipu and SkyTracker's Chief Executive Officer Doza Alan along with the members of BAMBA's executive board were present at the conference. They talked about raising awareness for autism in the society.

Sajida Rahman Danny, Chairman, PFDA-Vocational Training Center Trust said, "Autism is a complex disorder with a wide spectrum. At the moment, it is a pressing issue worldwide. It is a great pride for us that our government is doing an amazing job for the support and development of the autism community. Each individual with autism is unique. Many of those on the autism spectrum have exceptional abilities that need nurturing. We want to spread the message that autism is nothing to be ashamed of. Our heartfelt gratitude to the Ministry of Social Welfare, BAMBA and everyone involved for supporting us."

Hamin Ahmed, president of BAMBA said, "BAMBA has always been vocal about social issues, be it helping disaster victims or raising voice for a cause. Throughout the 30 years of BAMBA's existence, we have arranged many concerts as an effort to not only provide entertainment but also to spread social awareness messages. Unfortunately, autistic people often face isolation and discrimination in our society. With this concert, we hope to make an impact and change the social situation. We want to increase the acceptance, respect and support for them."


Maqsood, vocalist of Maqsood O' Dhaka said, "There many ongoing efforts in Bangladesh for raising awareness about autism. As a part of that effort, we are organizing this concert to raise countrywide awareness. We hope that this will change people's perception towards autism in a positive way."

Doza Elan, Chief Executive Officer of SkyTracker said, "SkyTracker Limited has been proudly working with BAMBA for a long time. We are excited to bring the talented Bangladeshi artists in one stage for such a noble cause. I hope Bangladeshi music lovers will make this event a successful one by participating in it."

The bands to perform at the concert are Miles, Warfaze, Souls, Dalchut, Feedback, Shironamhin, Maqsood O' Dhaka, Powersurge, Nemesis, Vikings, Arbovirus and Dreek. Tickets have been priced at 200 BDT and will be available at chosen universities, Shwapno outlets and Caravan Hotspots throughout the city. Online tickets will be available at bagdoo.com. To know more, head on to the event page of '[Concert for Autism Awareness](#)' on Facebook.

Figure 15: Press release on BAMBA concert's press conference

4.4 Sample 4: Press release on Bikroy.com winning two awards



বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস

Bikroy.com Limited
5th floor, Plot 6, Block C
Kamal Ataturk Avenue, Banani
Dhaka-1219, Bangladesh

Bikroy.com wins two awards in different categories

[Dhaka, 24 September, 2018]- Bikroy.com, the largest marketplace of Bangladesh has won two awards in different categories. At recent ceremonies held at Radisson Blu Water Garden, Dhaka, Bikroy won in Internet category at the 13th Employer Branding Awards Presents Bangladesh Best Employer Brand Awards 2018 and a Brand Leadership Award at the CMO Asia Presents Bangladesh Master Awards 2018.

Rehnuma Islam, Head of HR and Culture and Md. Farhan Ahmed, Head of Finance and Administration received the awards on behalf of Bikroy.com.

Photo Caption:
Bikroy.com, the largest marketplace of Bangladesh has won two awards in different categories. At recent ceremonies held at Radisson Blu Water Garden, Dhaka, Bikroy won in Internet category at the 13th Employer Branding Awards Presents Bangladesh Best Employer Brand Awards 2018 and a Brand Leadership Award at the CMO Asia Presents Bangladesh Master Awards 2018. Rehnuma Islam, Head of HR and Culture and Md. Farhan Ahmed, Head of Finance and Administration received the awards on behalf of Bikroy.com.

About Bikroy.com
Bikroy.com, the Largest Marketplace in Bangladesh, makes it easy for you to buy and sell things anywhere in the country. Posting ads is on Bikroy.com is easy, account signup is free, and ads are published on the online platform within a few minutes. Bikroy.com has a huge collection of new & used goods, which makes it easier for you to find the product you need quickly. From vehicles to mobile phones to houses to laptops to pets, Bikroy.com always has the deal you're looking for – you can even find your dream job. The latest addition in the Bikroy.com family is Buy Now, an e-commerce section serving mainly electronics and home appliances as "Bikroy deals" with 100% guarantee of safety and saving valuable time of buyers and sellers. With millions of unique monthly visitors, hundreds of thousands of interested buyers and thousands of active dealers on our platform, Bikroy.com is the Largest Marketplace in Bangladesh.

Figure 16: Press release on Bikroy.com winning awards in two different categories

4.5 Sample 5: Media invitation for Aarong's 40 years celebration



Date: 21st October, 2018

Attention:

Chief News Editor/ News Editor/ Chief Reporter/ Assignment Editor

Subject: Invitation to join the press conference on Aarong 40 Years Festival.

Dear Sir,

Greetings from Concito PR.

We are happy to inform you that Aarong, Bangladesh's most popular lifestyle retail chain is organizing a **grand festival on 25, 26 and 27 October, 2018 at Bangladesh Army Stadium, Dhaka to celebrate its 40th anniversary**. A press conference has been arranged on this occasion at **BRAC Centre, Mohakhali, Dhaka at 11 am on 23 October, Tuesday, 2018**. Tamara Hasan Abed, Senior Director, BRAC Enterprise, Mohammad Ashraful Alam, COO, Aarong and Chandra Shekhar Shaha, Design Consultant of Aarong 40 Years Festival will be present at the conference to talk about the details of the festival.

We are inviting your prestigious media outlet to cover this conference. Kindly assign an appropriate reporter and photographer from appropriate section and oblige thereby.

Event details-

"Press Conference on Aarong 40th year celebration festival"

Date: 23 October, Tuesday, 2018.

Time: 11 am.

Location: BRAC Centre, Mohakhali, Dhaka.

Figure 17: Media invitation for Aarong's 40 Years Festival

5. Learning

During my time at Concito PR, I realized that in order to excel at content development for public relations, it was critical to be able to think like a reporter. Though I do not have any professional experience of working as a reporter, the four years of university training of developing a keen sense of news proved to be tremendously useful.

5.1 Work Experience

As an intern at the content team, my official work hours were 10 am- 6:30 pm. But as the work is dependent on client requirement, I had to work overtime at many occasions and revise the contents as per feedback from the clients. Though I had to work 5 days a week from office, in order to cover the events I would sometimes have to work during weekends, too, either from home or event locations. As the office was far from my house, it was a difficult journey. But the work environment was very appreciating. I felt free to share any issues I would face while working there.

Concito PR has a clean and well decorated corporate office at the heart of Dhaka city. All the employees at the office are well educated and well behaved. Office environment is appreciative with proper work ethics. Standard HR policies are in practice. Employers are not discriminated on the basis on gender. The entire office is fully equipped with latest technological support.

5.2 Recommendations

I have successfully completed my internship at one of the leading public relations agencies in Bangladesh, Concito PR. The work environment at Concito PR is absolutely professional. I got to learn a lot from my seniors at the content, client and media teams. This public relations industry is blooming in Bangladesh and it offers a great career prospect for the students of mass communication.

But as there are no concentrated courses on public relations in the undergrad program of the Journalism and Mass Communication department at our university, the process of work was new to me. I understand the difficulty of covering so many different sectors of mass communication and fitting dedicated courses in the undergrad program and there is however a concentrated course on public relations in the graduate program. But I feel that it would have helped if I had a little more exposure about public relations before going into the internship. I'd like to put forth the following recommendations-

- The authority should think about introducing public relations as a topic in the undergrad program, if not a full-fledged course.
- The department should hold learning sessions with the industry insiders about the growing scope of work in this sector.

5.3 Conclusion

I am someone who loves learning new things and it was tremendously fun to explore the different ways mass communication can be applied to influence customer decisions. Getting to know the nitty-gritty details of how content works in public relations and being able to implement them in my own work felt highly rewarding.

I am grateful to Concito PR for taking in a fresher like me with no background in public relations and teaching me so much. This experience has given me new perspectives about the power of media and communication.

At the same time, the lessons in professionalism, handling a formal work environment, getting along with co-workers, working as a team, prioritizing clients and maintaining deadlines even under pressure are skills I am taking away for life, regardless of what profession I pursue in the future.

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