Conclusions and Recommendations

7.1 Introduction

This chapter is devoted to presentation of the conclusions drawn from analysis of the opinions of the readers and viewers of the print and electronic media regarding the impact of public relation practices on various areas and the conclusions drawn from the analysis of opinions of media personnel regarding various problems related to public relation practices. This chapter also gives the fulfillment of objectives, testing of hypothesis. The researcher has also given some valuable suggestions.

7.2 Fulfillment of Objectives

The objectives of the present study are fulfilled as follows:

1. Researcher has presented a socio-economic and demographic profile of Marathwada Region.
   This objective has been fulfilled from the discussion in Chapter No. 3.

2. Researcher has presented an introductory profile of the sample print and electronic media selected for the study.
   This objective has been fulfilled from the discussion in Chapter No. 4.

3. Researcher has studied the development of Print & Electronic Media in the area under study i.e. Marathwada Region vis a vis its present scenario.
   This objective has been fulfilled from the discussion in Chapter No. 1 & 4.
   The researcher has presented an analytic study of public relation practices of print and electronic media in Marathwada region. This objective has been fulfilled from the discussion in Chapter No. 5 & 6.

4. Researcher has presented a microscopic study of the significance of public relation practices of print and electronic media in Marathwada region.
   This objective has been fulfilled from the discussion in Chapter No. 4.

5. Researcher has presented an analytic study of the impact of public relation practices of print and electronic media on their brand equity.
   This objective has been fulfilled from the discussion in Chapter No. 5, Table No. 5.1, 5.8, 5.15, 5.22 and 5.29.
6. Researcher has presented an analytic study of the impact of public relation practices of print and electronic media on their social responsibility aspect.
   This objective has been fulfilled from the discussion in Chapter No. 5, Table No. 5.2, 5.9, 5.16, 5.23 and 5.30.

7. Researcher has presented an analytic study of the impact of public relation practices of print and electronic media on their goodwill.
   This objective has been fulfilled from the discussion in Chapter No. 5, Table No. 5.3, 5.10, 5.17, 5.24 and 5.31.

8. Researcher has presented an analytic study of the impact of public relation practices of print and electronic media on their economic status.
   This objective has been fulfilled from the discussion in Chapter No. 5, Table No. 5.4, 5.11, 5.18, 5.25 and 5.32.

9. Researcher has presented an analytic study of problems of public relation practices of print and electronic media in Marathwada region.
   This objective has been fulfilled from the discussion in Chapter No. 5, Table No. 5.5, 5.12, 5.19, 5.26 and 5.33.

10. Researcher has presented conclusions and recommendations.
    This objective has been fulfilled from the discussion in Chapter No. 7.

7.3 Conclusions

The conclusions of the study are divided into following two groups:

1. Conclusions drawn from the opinions of public responses
2. Conclusions drawn from responses of the media personnel

7.3.1 Conclusions drawn from the opinions of public responses

Various conclusions drawn from the opinions of public responses are presented in this section.

1. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 379 (47.38%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the brand equity whereas, the highest number of respondents i.e. 395 (49.38%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the brand equity.
2. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 384 (48%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Social Responsibility whereas, the highest number of respondents i.e. 391 (48.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Social Responsibility.

3. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 374 (46.75%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Goodwill whereas, the highest number of respondents i.e. 375 (46.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Goodwill.

4. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 331 (41.38%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Economic Status whereas, the highest number of respondents i.e. 384 (48%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Economic Status.

5. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 279 (34.88%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Circulation whereas, the highest number of respondents i.e. 430 (53.75%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Circulation.

6. It is concluded that, there is significant difference in the opinions of people (readers & viewers) both male and female, the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

7. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 377 (47.13%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the brand equity whereas, the highest number of respondents i.e. 392 (49%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the brand equity.
8. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 395 (49.38%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Social Responsibility whereas, the highest number of respondents i.e. 414 (51.75%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Social Responsibility.

9. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 401 (50.13%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Goodwill whereas, the highest number of respondents i.e. 387 (48.38%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Goodwill.

10. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 400 (50%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Economic Status whereas, the highest number of respondents i.e. 439 (54.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Economic Status.

11. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 455 (56.88%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Circulation whereas, the highest number of respondents i.e. 392 (49%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Circulation.

12. It is concluded that, there is significant difference in the opinions of people (readers & viewers) of different age groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

13. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 327 (40.88%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the brand equity whereas, the highest number of respondents i.e. 404
(50.50%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the brand equity.

14. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 338 (42.25%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Social Responsibility whereas, the highest number of respondents i.e. 413 (51.63%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Social Responsibility.

15. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 406 (50.75%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Goodwill whereas, the highest number of respondents i.e. 432 (54%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Goodwill.

16. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 407 (50.88%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Economic Status whereas, the highest number of respondents i.e. 451 (56.38%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Economic Status.

17. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 422 (52.75%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Circulation whereas, the highest number of respondents i.e. 461 (57.63%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Circulation.

18. It is concluded that, there is significant difference in the opinions of people (readers & viewers) having different educational qualifications the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

19. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 387 (48.38%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the
brand equity whereas, the highest number of respondents i.e. 383 (47.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the brand equity.

20. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 373 (46.63%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Social Responsibility whereas, the highest number of respondents i.e. 413 (51.63%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Social Responsibility.

21. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 358 (44.75%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Goodwill whereas, the highest number of respondents i.e. 443 (55.38%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Goodwill.

22. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 378 (47.25%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Economic Status whereas, the highest number of respondents i.e. 410 (51.25%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Economic Status.

23. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 381 (47.63%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Circulation whereas, the highest number of respondents i.e. 439 (54.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Circulation.

24. It is concluded that, there is significant difference in the opinions of people (readers & viewers) from different locations (i.e. rural, semi-urban and urban) the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

25. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 387 (48.38%) have opined that the
Public Relation Practices of Print Media has a ‘Medium’ impact on the brand equity whereas, the highest number of respondents i.e. 399 (49.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the brand equity.

26. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 375 (46.88%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Social Responsibility whereas, the highest number of respondents i.e. 415 (51.88%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Social Responsibility.

27. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 381 (47.63%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Goodwill whereas, the highest number of respondents i.e. 401 (50.13%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Goodwill.

28. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 376 (47%) have opined that the Public Relation Practices of Print Media has a ‘High’ impact on the Economic Status whereas, the highest number of respondents i.e. 396 (49.50%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Economic Status.

29. It is concluded that, out of the total sample of 800 respondents the highest number of respondents i.e. 397 (49.63%) have opined that the Public Relation Practices of Print Media has a ‘Medium’ impact on the Circulation whereas, the highest number of respondents i.e. 410 (51.25%) have opined that the Public Relation Practices of Electronic Media has a ‘High’ impact on the Circulation.

30. It is concluded that, there is significant difference in the opinions of people (readers & viewers) of different occupation (i.e. agriculture, service and business) the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

7.3.2 Conclusions Drawn from the Opinions of Media Personnel
Various conclusions drawn from the opinions of media personnel are presented here in this section.

1. It is concluded that, out of total sample of Print Media respondents highest i.e. 42.5% are of the opinion that the problems of customer awareness in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 41.25% are of the opinion that the problems of customer awareness in Public Relation Practices is ‘Average’.

2. It is concluded that, out of total sample of Print Media respondents highest i.e. 47.50% are of the opinion that the problems of customer Education in Public Relation Practices is ‘Very Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 36.25% are of the opinion that the problems of customer Education in Public Relation Practices is ‘Average’.

3. It is concluded that, out of total sample of Print Media respondents highest i.e. 51.25% are of the opinion that the problems of customer Age Group in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 53.75% are of the opinion that the problems of customer Age Group in Public Relation Practices is ‘Average’.

4. It is concluded that, out of total sample of Print Media respondents highest i.e. 52.50% are of the opinion that the problems of customer Leisure in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 52.50% are of the opinion that the problems of customer Leisure in Public Relation Practices is ‘Medium’.

5. It is concluded that, out of total sample of Print Media respondents highest i.e. 45% are of the opinion that the problems of customer Preference in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 48.75% are of the opinion that the problems of customer Preference in Public Relation Practices is ‘Average’.
6. It is concluded that, there is significant difference in the opinions of print and electronic media persons about the various customer related problems such as: customer awareness, customer education, customer age group, customer leisure and customer preference regarding public relation practices.

7. It is concluded that, out of total sample of Print Media respondents highest i.e. 38.75% are of the opinion that the Problems of Area Coverage in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 47.50% are of the opinion that the Problems of Area Coverage in Public Relation Practices is ‘Medium’.

8. It is concluded that, out of total sample of Print Media respondents highest i.e. 46.25% are of the opinion that the Problems of Circulation in Public Relation Practices is ‘Very Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 42.50% are of the opinion that the Problems of Circulation in Public Relation Practices is ‘Average’.

9. It is concluded that, out of total sample of Print Media respondents highest i.e. 55% are of the opinion that the Problems of Competition in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 55% are of the opinion that the Problems of Competition in Public Relation Practices is ‘Medium’.

10. It is concluded that, out of total sample of Print Media respondents highest i.e. 47.50% are of the opinion that the Problems of Market Price in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 52.50% are of the opinion that the Problems of Market Price in Public Relation Practices is ‘Average’.

11. It is concluded that, out of total sample of Print Media respondents highest i.e. 48.75% are of the opinion that the Problems of Logistics in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 46.25% are of the opinion that the Problems of Logistics in Public Relation Practices is ‘Average’.
12. It is concluded that, there is significant difference in the opinions of print and electronic media persons about the various Market Related Problems such as: area coverage, circulation, competition, market price and logistics regarding public relation practices.

13. It is concluded that, out of total sample of Print Media respondents highest i.e. 47.50% are of the opinion that the Problems of Finance in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 63.75% are of the opinion that the Problems of Finance in Public Relation Practices is ‘Average’.

14. It is concluded that, out of total sample of Print Media respondents highest i.e. 52.50% are of the opinion that the Problems of Human Resources in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 52.50% are of the opinion that the Problems of Human Resources in Public Relation Practices is ‘Average’.

15. It is concluded that, out of total sample of Print Media respondents highest i.e. 36.25% are of the opinion that the Problems of Operations in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 53.75% are of the opinion that the Problems of Operations in Public Relation Practices is ‘Average’.

16. It is concluded that, out of total sample of Print Media respondents highest i.e. 48.75% are of the opinion that the Problems of Technology in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 43.75% are of the opinion that the Problems of Technology in Public Relation Practices is ‘Average’.

17. It is concluded that, out of total sample of Print Media respondents highest i.e. 48.75% are of the opinion that the Problems of Coordination in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 35% are of the opinion that the Problems of Coordination in Public Relation Practices is ‘Medium’.
18. It is concluded that, there is significant difference in the opinions of print and electronic media persons about the various Management Related Problems such as: area coverage, circulation, competition, market price and logistics regarding public relation practices.

19. It is concluded that, out of total sample of Print Media respondents highest i.e. 51.25% are of the opinion that the Problems of Shareholders & Owners in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 47.50% are of the opinion that the Problems of Shareholders & Owners in Public Relation Practices is ‘Medium’.

20. It is concluded that, out of total sample of Print Media respondents highest i.e. 48.75% are of the opinion that the Problems of Workers in Public Relation Practices is ‘Very Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 45% are of the opinion that the Problems of Workers in Public Relation Practices is ‘Average’.

21. It is concluded that, out of total sample of Print Media respondents highest i.e. 53.75% are of the opinion that the Problems of Distributors in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 57.50% are of the opinion that the Problems of Distributors in Public Relation Practices is ‘Average’.

22. It is concluded that, out of total sample of Print Media respondents highest i.e. 55% are of the opinion that the Problems of Advertisers in Public Relation Practices is ‘Medium’ whereas, out of total sample of Electronic Media respondents highest i.e. 46.25% are of the opinion that the Problems of Advertisers in Public Relation Practices is ‘Average’.

23. It is concluded that, out of total sample of Print Media respondents highest i.e. 52.50% are of the opinion that the Problems of Government Agencies in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 35% are of the opinion that the Problems of Government Agencies in Public Relation Practices is ‘Medium’.
24. It is concluded that, there is significant difference in the opinions of print and electronic media persons about the various Stake Holder Related Problems such as: Shareholders & owners, workers, distributors, advertisers and government agencies regarding public relation practices.

25. It is concluded that, out of total sample of Print Media respondents highest i.e. 56.25% are of the opinion that the Political Problems in Public Relation Practices is ‘Very Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 57.50% are of the opinion that the Political Problems in Public Relation Practices is ‘Medium’.

26. It is concluded that, out of total sample of Print Media respondents highest i.e. 46.25% are of the opinion that the Religious Problems in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 38.75% are of the opinion that the Religious Problems in Public Relation Practices is ‘Medium’.

27. It is concluded that, out of total sample of Print Media respondents highest i.e. 52.50% are of the opinion that the Social Problems in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 35% are of the opinion that the Social Problems in Public Relation Practices is ‘Medium’.

28. It is concluded that, out of total sample of Print Media respondents highest i.e. 42.50% are of the opinion that the Creativity Problems in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 42.50% are of the opinion that the Creativity Problems in Public Relation Practices is ‘Medium’.

29. It is concluded that, out of total sample of Print Media respondents highest i.e. 41.25% are of the opinion that the Problems of Languages in Public Relation Practices is ‘Severe’ whereas, out of total sample of Electronic Media respondents highest i.e. 32.50% are of the opinion that the Problems of Languages in Public Relation Practices is ‘Average’.

30. It is concluded that, there is significant difference in the opinions of print and electronic media persons about the various Other Problems such as: Political problems, religious problems, social problems,
creativity problems and problems of languages regarding public relation practices.

7.4 Testing of Hypothesis

The hypothesis of the present study are tested and proved as follows:

1. It is proved and established that –
   There is significant difference in the opinions of different age groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.
   This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 5.6. (Summary of Table No. 5.1 to 5.5)

2. It is proved and established that –
   There is significant difference in the opinions of different sex groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.
   This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 5.13. (Summary of Table No. 5.8 to 5.12)

3. It is proved and established that –
   There is significant difference in the opinions of different educational qualification groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.
   This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 5.20. (Summary of Table No. 5.15 to 5.19)

4. It is proved and established that –
   There is significant difference in the opinions of different occupation groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.
   This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 5.27. (Summary of Table No. 5.22 to 5.26)

5. It is proved and established that –
There is significant difference in the opinions of different location groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 5.34. (Summary of Table No. 5.29 to 5.33)

6. It is proved and established that –

There is significant difference in the opinions of print and electronic media persons about the various problems of public relation practices.

This hypothesis is tested and proved on the basis of Chi-Square Test applied in the summary table No. 6.6, 6.13, 6.20, 6.27 and 6.34.

Thus, from the analysis of primary data and the statistical tests applied the hypothesis are tested and proved as above.

7.5 Recommendations

The researcher has analyzed various aspects of public relation practices of print and electronic media. During the course of interviews with readers, viewers and media persons he has observed various areas which need improvement with reference to public relation practices adopted by the media. Various recommendations of the study are as follows:

1. Planning for Public Relation Practices

It is recommended that the media persons should carry out sufficient homework for planning the public relation agenda. The plans should be prepared in advance. The media should prepare both long term and short-term plans. The plans should be goal oriented. The goals of public relation practices and the practices actually follows should match each other.
2. **Organization for Public Relation Practices**
   It is recommended that there should be a systematic organization within the media company for administration of public relation programmes. It is necessary to define the relationships between the various persons who are responsible for maintenance and improvement of public relations. It is also necessary to define the authorities and responsibilities of the executives who should be held accountable for the results.

3. **Co-ordination for Public Relation Practices**
   It is recommended that there should be proper coordination within the organization and without the same i.e. internal and external harmony among the various departments must be achieved with a view to create amiable atmosphere for achievement of better public relations.

4. **Control for Public Relation Practices**
   It is recommended that measures of control should be developed and applied for proper control over the planning, organization and execution of public relation programmes from time to time.

5. **Geographical Segmentation**
   It is recommended that the media organizations both in the print and electronic sector should have proper geographical segmentation of the public to which the media wants to reach. People living in various geographical area have different cultures, and the practices adopted for maintaining and developing relations with them can be different. Therefore, having a geographical segmentation is very important for beneficial public relation practices in print and electronic media.

6. **Income wise Segmentation**
   It is recommended that the print and electronic media organizations should have a proper segmentation of their readers, viewers and audience on the basis of their income levels. The income level of a person decides what type of services he is interested in buying. This further has a bearance upon what products and services should the print and electronic media give to the customers in particular and public in general. Therefore, income segmentation of the public with whom relations are to be maintained and developed becomes necessary.
7. **Education Level wise Segmentation**

The educational level of the newspaper readers, TV viewers and the audience at large also depends to a great extent on their educational level. The type of newspaper they read, the programs they watch and events they participate are dependent upon their literacy level and educational level. Hence it is recommended that the print and electronic media organizations should have an educational level wise segmentation for their public relation practices.

8. **Occupation wise Segmentation**

The occupation of the newspaper readers, TV viewers and the audience at large also depends to a great extent on their occupation i.e. agriculturists, servicemen, business, self employed etc. The type of newspaper they read, the programs they watch and events they participate are dependent upon their occupation. Hence it is recommended that the print and electronic media organizations should have occupation wise segmentation for their public relation practices.

9. **Demographic Segmentation**

The test of the public also depends upon their demographic factors, i.e. age, sex, marital status etc. The type of newspaper they read, the programs they watch and events they participate are dependent upon their demographic factor. Hence it is recommended that the print and electronic media organizations should have demographic factor wise segmentation for their public relation practices.

10. **Significance of Print**

    In spite of the fact that there is a spectacular change in the technology of media and electronic media is upcoming very fast, yet the significance of a written or printed paper i.e. print media has remained same to a great extent. the media organizations, it is recommended that, should not ignore this significance of printed paper while chalking out the plans of their public relation practices.

11. **Accepting the Technological Change**

    In spite of the fact that, a printed paper in the form of news paper, periodical or a book has no less significance yet the impact of technological revolution also cannot be ignored. Mobiles, internet, and other such means are the fastest instruments of reaching the public. The print and electronic media
organizations have to adopt these technological changes with a view to reach the public at large i.e. accustomed to use or rather addicted to mobiles and internet. The public relation practices should be planned taking in view this change.

12. Human Resources Development
The print and media organization with a view to maintain and improve their public relations should give proper training to their human resources. It is necessary to have a wholistic approach to human resources training. They should be trained not only in the technological aspects of the upcoming era but also trained to understand the psychological aspects that moves the public as a group that directs their mass behavior. It is necessary to change the approaches and attitudes of the staff.

13. Stakeholders Interests
For the sake of print and electronic media organizations public does not only mean the readers and viewers but each and every segment of the society such as shareholders, workers, government, viewers, and the public at large. It is recommended that while planning for public relation practices the needs and requirements of all these segments should be given weightage so that all of these segments are satisfied with the media.

14. Psychological Aspects
It is recommended the print and electronic media organizations while planning their public relation practices should give due consideration to the emotional aspects that decide their approaches and attitudes about the newspaper they read or TV programmes they watch. These emotional attitudes are deep rooted in the unconscious mind of the public that is an outcome of tradition, religion, culture and ethical values on which the various segments of the public believe. A due consideration to all of these can only shape a perfect public relation policy of print and electronic media.

15. Consideration to Political Situation
It is also necessary that, the print and electronic media organizations should consider the political situations and trends while chalking out the media policy. It is the political situation that exercises a great impact on the public approaches and attitudes. Hence consideration of the same must be made.

16. Activity / Event Planning
It is recommended that the print and electronic media organizations should plan and execute various events such as – painting competitions, essay competitions, recipe competition, performing arts events, reality shows to improve the participation of public at large and their association with the media. These events can be planned separately for the different segments of the public according to age, sex, occupation etc.

The ultimate goal of public relations of an organization is to create a brand equity, create goodwill, improve circulation, economic status etc. The aim of public relation is also to assume social responsibility of media. Media has an ethical responsibility that tries to maintain and improve governance in the socio-economic field. It has to pinpoint the lacunas and appraise the positive aspects. The public relation practices should have this approach. It should adopt wholistic view. It should attempt purification of the various social evils by giving proper highlight to various events in the news and programs.

Future studies of media industries could focus on more critical, and less administrative, aspects of sales and management. Webster (1989) mapped the study of public relations in media management under the realm of administrative studies, but called for a commitment to disciplined pluralism of both realms. A robust investigation of the forces at work in media ownership may serve to enhance understanding of public relations in media management. Students of media studies would benefit from more attention to broader issues, although not necessarily at the expense of a practical education.

Critical examination of management issues need not be polemic. One approach involves calling into question the various assumptions about how popular media operate. For example, the continued importance of schedule versus menu-based programming should be explored. Jankowski and Fuchs (1995) defended the status quo, but scholars have been 'slow to weigh in. The opposing viewpoints need to be tested by public relations in media management researchers.

Another approach is the re-examination of ownership issues. For example, a careful analysis of the underlying issues of merger mania in 1995 and 1996, beyond simple description, is needed. Although there seems to be no shortage of opinion, empirical evidence may be able to shed some light on whether media industries can
continue to grow bigger when computer technologies are making independent production more feasible in terms of production and distribution.

Willis and Willis commented on the challenges of technology, pointing out future directions for research. If management is dealing with people and money, the challenge may lie in effectively working with smaller staffs and more substantial capital outlays. The case study approach, as applied to media industries outside the United States, should be pursued with American media.

The common attribute shared by all of these approaches is a basic questioning of the way media managers think. The answer to where public relations in media management is headed does not necessarily lie in case-specific analysis (e.g., price-fixing at Los Angeles television stations). Researchers can contribute more by looking ahead than by re-examining where management has been in the past or near present. An important step toward staking out a separate domain of inquiry for public relations in media management researchers will be to construct and follow a distinct theoretical framework. The key components of such a framework must address a broad range of perspectives, not just media economics and applied management strategy. Until the scope of research is widened, outside observers may continue to wonder if public relations in media management is a sovereign area of study.

Certainly, public policy is one area that has received scant attention from public relations in media management scholars. Is the private enterprise model that helped forge powerful American media industries still valid in an international market? Perhaps it is even more valid, but the assumptions about privatization could stand a thorough exploration with regard to different levels of government support for the media. For example, a research study could contrast the paths of foreign countries' forays into government-blessed private enterprise against recent domestic attempts to auction off additional digital channels to broadcasters for high-definition television. Finally, more attention to the economics of new media technologies will likely foster public relations in media management research in the future.