**LECTURE 1**

PR IS AN UMBRELLA OF-

1. Dealing with the media is media relations
2. Dealing with the public is public relations
3. Dealing with employees is internal or employee relations.
4. Community- Community Relations
5. Media, govt relations are a sub part.
6. Digital and online media is growing.
* PR looks after the reputation or image of organisations and people. Even governments require it.
* A publicist puts out a statement to the public. Aims to influence opinion and behaviour and aims at earning and understanding support. If the org has a good reputation. It lets the public support you and makes the public trust you.
* Influences the opinion of you and behaviour towards you. Positive changes can come about because of PR campaigns. They make efforts to change behaviour. Adopting a new lifestyle, more recycling etc.
* Allows the org to showcase itself positively. Improve image, seen positively by public. -ve to +ve or strengthen +ve.
* It is the planned and sustained effort of the org to maintain good relations with the govt, customers, employees (called publics) etc.
* The org needs everything (good relations with all the publics) to be successful. They can’t have anybody speak negatively. Investors also become discouraged. Perception of others may change. Mutually dependent relationships.
* Everything must be strategic and ethical.
* You must safeguard the reputation of the company but not at the extent of the truth. Lies are not ethical.
* When the reputation is damaged, a PR practitioner can address the issue by acknowledging it and taking steps to ensure it does not happen again. What are you going to do about it? How will you compensate? New measures? Sometimes, it’s a very big issue. PR teams may be external sometimes.
* Advertising is saying your company or product is good. PR is getting somebody else to say it. Media or publics.
* A journalist writing a good report carries more weight, is more credible.
* Advertising is clear cut and specific. All positive.
* PR is understated. Not said by the company but through feedback or media reports. Hear good things. Covert trust.
* Advertising is paid media. You need to pay for space in a paper or for an ad. A news article about the product is something you don’t need to pay the newspaper for. Considered an ‘earned media’.
* Customer reviews are not PR but positive reviews help with PR efforts.
* Celebrities can be a part of a PR campaign.
* A relationship is established with Youtubers who would promote your product. Form of PR.
* PR people do boundary scanning and env scanning. Looking at issues within the organisation and outside which may influence the reputation and issues which concern the company.
* Media relations involves establishing and maintaining long lasting, positive relations with the press. Convince announcement is news worthy.
* New info and announcements are continuously fed to the media. This is with the hope that they’re promoted.
* The media is invited, private officials are invited and a govt person.
* Issues+ Crisis management. Small issues (small problems) need to be resolved before they become big (a crisis). Unhappy celebrity with a lot of followers can make the company’s reputation suffer. Address the public so they can see an effort is being made. You should not ignore it because it can become bigger. A crisis jeopardises the image of the company.
* Internal comm or employee comm is the employee’s relationship with the company. Developments and updates must be clearly communicated to the staff. Mutually beneficial relationship. Newsletters are sent out. Online or physical.
* Lobbying- Lobby govt to change policies. Non-profit organisations standing for rights tries and wants to change some laws and policies. Lobbying with the govt attempts to change laws for the benefit of people in society.
* Community relations- where your company is located- the relations with people in that area. Related to People and claim you care about the Planet too.
* Address issues the community has with the organisation.
* CSR- Corporate Social Responsibility. Related to 3Ps- People (you care about society, employees), Planet (care about env, global warming) and Profit (ensure you’re making enough).
* If the publics see they care, it will change their opinion of the company.
* Events- Press Conferences, Launch Events
* Press conferences give updates on the situation.
* Social media is also helpful. You need to be aware of the different social media platforms out there. A company MUST have an online presence.
* PR in the UK- The growth is huge. Almost 100K last year. Working with Digital platforms for PR efforts.
* Comm strategies, media relations, corporate comms.
* Agencies are consultancies. Group of experts help other companies with PR efforts. Service McD, KFC and a small café.
* Helps hone skills because you’re helping with different issues every day. In house PR people only deal with a particular company. In house are smaller than agencies.
* Decreased importance of general media (traditional media; radio, TV)
* Sales promotions are not gonna help if the reputation is bad.
* The PR team conveys new developments of the HR department to employees.

**LECTURE 2**

* Campaigns are organised to sway public opinion and change behaviour.
* Campaigns can be run by for-profit companies, NGOs, charities and even governments.
* Public opinion is affected by campaigns. Self -interest plays a role.
* Campaign messages are repeatedly told. It proved to be successful.
* PR campaigns are systematic, planned and purposeful. They are spread over a long period of time.
* Objective- Change or maintain behaviour.
* PR campaigns are used to resolve a problem.
* Campaigns are easier to refine and revise than a PR project.
* A campaign is more coordinated and works towards meeting a specific goal. A program consists of a loosely coordinated series of ideas and content. It is factually driven to raise brand awareness and is run for longer.
* Types of PR Campaigns:
1. **Information campaign (Public Information campaign)-** This campaign seeks information and is like a one-way communication. It is perfectly legitimate and is used to share factual information. EG: SG Clean Campaign by the NEA. People and the govt work together to adopt personal and environmental habits. Spread awareness, provide facts.
2. **Persuasion Campaign-** It persuades an audience to lean towards a particular view. These campaigns influence behaviour in some way. EG: If sales decrease, we try to persuade people to change their view of our company. Change behaviour and attitudes towards a company, person or a government. Even persuading people to vote for you is an example of a persuasion campaign. Climate change can be both types.
3. **Dialogue based Campaigns-** The organisation and other groups learn from each other and share ideas with each other. It deepens relationships and develops trust. It can promote joint decision making and seek mutual benefits. A lot of campaigns nowadays are dialogue based because of the digital age. Companies can have dialogues with their target audiences by using social media. These two-way campaigns are helpful in gaining trust, support and feedback.
* PR Planning Process-

PIE

1. Planning- Situational analysis. Understand situation you’re in. Strategies and techniques.
2. Implementation-Carrying out your plan.
3. Evaluation- Have the objectives been met? Was my campaign successful?

POSTAR (use for group work)

1. Position- SWOT analysis. Where are we now? What is the situation of the company or the organisation at the start of the campaign? Internal factors that might affect you must be considered. How has it evolved?
2. Objectives- What do I want to achieve? Do I want to raise awareness? The more precise, specific and measurable the objectives are, the better it is. Ex: I would like to achieve a 20% increase of awareness amongst Singaporeans aged 30 or below by the end of the year.
3. Strategy- Target audience, strategies and techniques are very important. It reflects your creativity. Who are we going to target? What is the message? The message will be across all social media platforms. Craft slogans related to this message to reach out to the teacher. Where do you want to broadcast this message? Where do you want to publish it? Example- Using social media to spread a message if you’re targeting the younger generation.
4. Tactics- Explaining the events and activities you are planning. Ex: YouTube channel, IG posts, MRT ad etc. What you’re going to do to reach out to your audience.
5. Administration- What do we need to get there? How many resources do we need? We don’t have an actual budget. Everything is an estimation. We can’t propose to spend a lot because we’re talking about NGOs so we need to take that into consideration. Costs must be kept low and partner with other companies.
6. Results- How do I know if my campaign was successful? Results before you even start the campaign. If your objectives were very specific, a survey before and after the campaign can be compared and if there’s a positive result, it was successful. Did I manage to do what I set out to?

Objectives:

1. **Output** is saying I want to send out 20 tweets by the end of 3 months or 3 press releases in 3 months.
2. **Out-take** is I want to raise awareness among young Singaporeans. Out-take is raising awareness about an issue.
3. **Outcome**- What do you achieve? How many people have finished working for it? Did I manage to lower diabetes patients?
* If all these objectives are successful, then we can say the campaign worked. If we can’t show it was successful, they’ll be unhappy.
* Publics are external and internal factors that affect businesses.
* Overseas publics: International customers, govts.
* Commercial publics: Wholesalers, suppliers, competitors.
* Broad Publics- Opinion leaders (can influence the value of a product or item), pressure groups, online communities, the media. Pressure groups aim at pressuring the company to change its behaviour. They can try convincing people to boycott a company or a product.
* Financial Publics- Investors, shareholders.
* Internal Publics- Employees, management. The staff should feel positively about the company. Treated fairly, paid fairly and proper communication is essential.
* Not every org has all of these, they’ll only have some.
* When you target the public, that’s your target audience.
* Tailor message to suit target audience.
* Use tools and strategies to suit others.
* Given a limited amount of money and time, who are the people you would like to reach? Core audience.
* Criteria: Age, Marital Status, Income, Gender, Social class, education, occupation, hobbies etc. These are called the demographics.
* This is called Audience Profiling. We can have a primary and secondary target audience, but we need to be specific. We want to target schools- okay…what type? My messages should be tailored to suit that. Once we know all these factors, we can think about what kind of media they consume and spread the message through those platforms.
* Next, we design and craft the message. A message is the communication sent by the organisation. Something they want the audience to see or hear. Once the audience sees the message, they should be affected by it- change their attitudes, do something (objectives), raise awareness or change behaviour. Long term process. Impactful, powerful messages.
* Messages give a focus to your activity. Is the activity relevant to the message? Is your activity consistent with your message?
* How is the organisation being perceived? The language and style will be based on the target audience. Do we want it to be formal or casual? Be realistic.
* Keep messages capped at 3-4. Keep them simple and clear.
* Tools are PR activities. Special events, road show, **media release and press conference (ours is compulsory; include in tools(activities))** are examples.
* **Theories:**
1. **Discourse Th-**
2. Use of language, debate of ideas, persuade and convincing through comm. PR people are called discourse technologists because they play a role in strategically planning a campaign and persuading others to act on something. Communicate with a purpose. There is an objective. Strategically plan communication to meet a purpose.
3. Maintenance and transformation of discourse-
4. Discourse and power always come together. Some groups of people have more power over others. Bargaining power makes views more respected and you’re able to persuade other people.
5. Discourse Theory is concerned with human expressions, human communication. It is in the form of language (spoken and written) and it is used strategically. It highlights how expressions are linked to human knowledge,
6. Everyone has their own perspectives but it can change. What drives this change? Other people help change your perspective.
7. How specifically people can shape the exchange. PR people who work in NGOs and in MNCs shape our opinions. Inform, educate and persuade others about something.
8. Concerned with questions of power. Who has more power? How can I get more bargaining power to influence other people?
9. Hierarchies result in issues with dominance.
10. Who is talking about this issue? An NGO or a govt? That gives a global warming issue weight. Authority or expertise can help.
11. People may be sceptical to believe others. Are those people being controlled by somebody else?
12. Discourse attempts to influence public opinion.
13. Discourses can only be understood in the political, social or economic context. A political context is elections. A social context could be migration issues.
14. Scare tactics are used to make voters vote. PR is also used by companies. Many companies, especially fast fashion companies are under fire because they produce goods through sweatshops with long working hours. What is the reason production costs are low? Is it ethical?
15. Use opinion leaders to spread ideas.
* PR is storytelling. Persuade others do something. People identify with those they trust. If you don’t trust the company and if they don’t show they’re relatable, it’s difficult to sway their opinion. What messaging can be tailored to suit them?
* People also trust others who enact and advocate narratives that they accept. If they trust you and identify with you, then your message is easily accepted by your audience rather than neglect.
1. **Media Dependency Theory**-
2. When people have no prior info or attitude towards a subject, the media tells us what to think. People will believe whatever the media says.
3. PR people need the media because messages are on media platforms. Newspapers, TV, social media.
4. **The degree of dependence** is proportional to the individual (**the media satisfies the needs of the audience).** The audience will become more dependent on the media if the medium satisfies their needs. The need would be purely entertainment or wanting to know about current affairs.
5. **Social stability-** The audience reconsiders their beliefs and behaviour when strong social change or riots take place forcing people to re-evaluate and make new decisions. During this period, media dependency dramatically increases, because there is a strong need for information, support and advice. We are dependent on the media to tell us what’s going on. The government uses the media to spread its messages.
6. **Active audience-** In this comm process, active audiences are dependent on the media solely to fulfil their individual needs and other conditions such as economic conditions, safety and culture. If an alternative source fulfils the needs of the audience, the dependency on the media will decrease. If we have a variety of platforms to choose from, we can depend less on a single platform.
* Opinion leaders are influential members of the community. PR people use opinion leaders in campaigns. Opinion leaders give advice. Somebody we turn to for advice. They are everywhere. Celebrities, religious leaders, authors- anybody! Opinion leaders are not just people with many followers; they are experts in their field.
* Opinion leaders are catalysts of change. Knowledgeable and articulate; better informed. Formal- Elected officials, head of groups or corps. Informal- People with many followers recognized by peers. Create nice content, well liked, people enjoy listening to their views and can be quite influential.
* Examples of opinion leaders today- Al Gore.
1. **Media effects Theory**- Includes the Uses and Gratification, Agenda Setting, Hypodermic Needle, Magic Bullet.
2. **Agenda Setting Theory-** Impact of media consumption on the audience. Whatever the media writes about, we consider that as an important issue. Whatever is on the front page is considered the most important. Other important news around the world is also present, but is not considered as important as whatever is front-page. If I can get the media to write about my org positively, readers will believe it and change the way they feel about the organisation. If stuff is written negatively, it will also affect our judgment of it. The mass media affects the public agenda through day-day selection of news. They select which news stories will be used. This impacts public agenda. Correlation between the importance of issues on the media agenda and importance on the public agenda. Agenda setting occurs due to the frequency with which an issue is discussed in the mass media. It does not involve how the issue is treated in the media. It doesn’t matter if the story is given a positive or negative spin.
* The media may not tell us what to think, but they can tell us what to think about. By seeing an issue in the media repeatedly, we accept the issue as legitimate and important, eventually placing it in our own agendas. The issue will stay in our minds.
* Our opinions aren’t covered under this theory.
1. **Reverse-Agenda Setting Theory-** Because of the internet, some stuff comes from people, not traditional media. Something is put up on YouTube or a forum. If people there discuss an issue and it gains momentum, the media can write about it in the traditional media.
* Earlier, we said the media sets the agenda and it influences our public agenda. Now, with the internet, content is created by the society and the momentum generated brings about a level of awareness. We have the potential to influence the media agenda. The media still has power today. We have the power to influence what the media writes.
1. **Framing Theory**- Frames provide a central, organised idea. What is our message to the media? What is our message to the public? Messaging must be strategic. Imagine it as a frame. The picture is the focus. Similarly, when you want to craft your message in PR, you need to think about what positive aspect you want to focus on which will improve your image. Messaging will always use the framing theory. How do you frame a negative event? Acknowledge the incident took place. Apologise. Sympathise. Focus on the positive. We’re trying our best, working closely with authorities. Provide regular updates about the situation. What happened? What are you going to do to make sure it does not happen again? Framing calls attention to some aspects and obscures the rest. It involves what we include, exclude and empathise, but not at the expense of the truth. Safeguard the image and rep of your company.

**The Agenda Setting Th tells people what to think about. Framing is how people think about issues. In PR, we make a conscious decision to present information. What do we need to put out in the media to influence our public?**

1. **Grunig & Hunt’s 4 models of PR (Press Agentry model, public information model, asymmetrical model and symmetrical model) –** We deal with communities and people, not only the media.
2. **Press Agentry model**- The campaign or program is one way, it’s forced. Like in a communist country. Acceptance without question. Forcing audience to believe something. Not ethical. It’s one way because of propaganda. May or may not be based on facts.
3. **Public Information model-** Also one way but it’s a more ethical way of communicating. It’s based on facts and is meant to educate the audience. Educate publics on an issue.

1. **Asymmetrical model-** InvolvesTwo-way communication but not a dialogue. You can get some feedback. Present the campaign and if the audience don’t feel it’s good, you can get some feedback on it but in reality, you wouldn’t actually improve it much. Change the opinions, behaviour and attitudes o the publics. Focus on short term attitude change.
2. **Symmetrical model-** More like a dialogue. You have a dialogue with publics. Influencers are used, activities engage younger generations to share opinions and feedbacks. Feedback is taken and changes are made to the campaign. Relies on honest two-way comm and emphasises negotiation and a willingness to adapt and compromise. Do profit driven companies engage in this? May not be realistic.
* **PR is based on honesty and factual information. Except the first one, which is based on propaganda.**
* Factors in Persuasive Comm: Analyse the audience, sources are credible, messages must be affective, appeal to audience, clear, timing must be good, include dialogue-based activities so the audience feel they’re involved and their ideas are considered.
* Limitations- Lack of message penetration, competing messages, self-selection and self-perception. All of this affects the effectiveness of the campaign. The success depends on whether you’re using enough tools and platforms to disseminate your message which would result in a lack of penetration. You may not be able to reach many people. Everybody’s campaigns have different messages which compete with each other. The audience may choose not to listen to you, or they may listen but not to choose to believe you because whatever you say is not in line with their beliefs. The audience do not see you as a credible organisation. They may not be persuaded. The audience are not affected by these messages. It’s not easy to run these campaigns. It’s not easy to persuade people, especially if these ideas are not in line with people’s beliefs and perceptions of the world or of the idea itself.

**LECTURE 3**

* PR is used in politics and businesses. But it’s also used in NGOs and charities. Called not-for profit PR. It’s called third sector PR. First and second are businesses and government bodies/organisations.

* NGOs don’t like to call PR what it is. So, the PR may be called ‘campaigning’ or ‘advocation’. They fear outsiders may overlook positive activities they do.
* Many of these orgs are run by small teams.
* Green Peace
* Increasing number of NGOs have been on the rise in the past few decades. NGOs are focused on achieving their goals. That’s the main reason for their existence.
* NGOs actually use a lot of PR strategies.
* The amount of contribution to the GDP is increasing in the UK.

The voluntary sector is growing.

* PR campaigns try to **maintain behaviour or bring about changes in behaviour.** Eg: Try to stop hunting of whales by raising awareness about the issue and they make efforts to convince the govt to take steps.
* NGOs don’t market products; they promote a cause and **raise awareness** for a cause. This is why PR is so important for NGOs. NGOs may not be successful in persuading the public and decision makers. They will do so until they feel they need to stop. Enhance image.
* NGOs understand that comm is not a process. It is a tool for generating change. Effective NGOs plan campaigns thinking about the end goal. What must be shown to say it has been effective? They’re very goal-oriented.
* NGOs think politically. They are financially weak. They run on donations. Which influencer can help us? Persuade those in power to act for them- to enforce the law.
* PETA criticise big companies who harm animals.
* Activism involves a strategic plan which will encourage people to take action at the end of the day.
* Digital activism uses electronic comm to communicate messages faster and more effectively. We can gather like-minded people and share info more rapidly.
* There is a lack of gatekeeping. Some limitations are present. The public organises issues very quickly and efforts to spread messages can continue.
* Techno determinist approach- Tech influences society- the way society behaves. Social determinism says the society influences and impacts change.
* Ease of production and digital media: Easy to use. Increase amount of info flowing on the internet and accounts of world events are conveyed to the masses in ways which were not possible earlier. Good and bad.
* Increased ability to connect with others to organise and mobilise political action and resistance leading to more numerous and effective political actions.
* Increased ability to express one’s own views and converse with others on political matters leading to a conversational public.
* Clicktivism and Slacktivism:

Clicktivism happens when you use social media to like a post, for example and then share it, raising awareness about the issue. Click on issues you like. You only click and share- nothing substantial. No substantial effort to do more. You share a message an NGO put out but you don’t do anything else- you do not donate money or volunteer. You don’t take offline action.

Some good can come out of it. Example: Woman’s march. Peaceful protests, generate awareness about illegal activities going on inside companies. Clicktivism can transform into activism when it gains momentum and can be effective. If the message goes viral, the change can happen. The way you push messages must persuade people to share them.

Slacktivism is a lazy way to do activism.

Conditions for something to go viral: Products or services must be free- it must be easily transmitted; the content should be interesting. Envision what ‘going viral’ is.

* Conversational language will matter more in the future due to the challenge of findability. The message should be conversational and connect with target publics-they need to be able to find your campaign online. For people to influence and support your message, it should be simple and connect with your audience. Attempts to engage with enthusiastic people: be open, transparent, simple language, offer special benefits for people to join, it needs to be interactive and be the talk of the town.
* All hashtags are not activism efforts. You’re not supporting a cause. Brand awareness only.
* You need to go viral for a reason. Going viral through electronic word of mouth.

**LECTURE 4**

* The public sphere involves discussions of different segments of modern society (public). Offline and online. Forums, blogs.
* Public space is different from the govt and corporate sector.
* Everyone has a part to play in forming public opinion and speaking their thoughts.
* How they feel about politics, the env etc.
* According to Habermas, there are 2 types of actors without whom no political sphere could be put to work: media professionals and politicians.

Other people involved (5 actors):

* 1) Lobbyists- PR people. Influence govt to change policies
* 2) Advocates- general issues
* 3) Experts
* 4) Moral entrepreneurs
* 5) Intellectuals with a good reputation
* Who is the public? Whose opinion are they talking about? What context?
* The media is a powerful tool to make the society believe certain things. Journalists and PR need each other. Their duty is to write stories. It’s not from their own ideas, but from PR people who give them info which they write about. Positive comments are given only and so journalists may not want to believe them and will be sceptical of them.
* Some journalists acknowledge and value PR contributions, but some people perceive it negatively. News rooms had a lot of journalists earlier-now it’s much less because traditional media is not consumed much. Dual role of journalists now and they rely on the copy given by the PR and if it’s newsworthy, they’ll use the content. However, not always.
* How we make our message positive, consistent and credible. How do you add credibility?
* Media relations is creative storytelling- a real announcement based on facts to sell stuff. Create a positive image in the press so people also develop positive feelings towards the company.
* How do I do this storytelling? How do I portray my company to get good public exposure? Social media, website revamp, media relations.
* Media relations are slightly diff from PR. The lines have blurred because of the digital age.
* The Mainstream media competes with bloggers. Strong PR and media relations are needed. Dealing with reputable bloggers helps give out your message to the target public.
* Listen to what your audience is reading or seeing and work accordingly. Engage with that blogger. Spread the content you want using them.
* Who’s the target audience? Opinion leaders, bloggers. Identify them and justify if they’re relevant.
* Spin: Twisting the truth. Critics of Public Relations judge them as Spin Doctors so you can make the public believe the org is good, even when it’s not.
* PR tools disseminate messages and persuade others. Some facts may be distorted to ensure people believe those messages.
* Code of ethics: Messages given out are based on the truth. In any industry, there will be unethical people who might twist the truth.
* How we work with the news- the balance of power between the PR guy and the journalist. More power means more bargaining. Purpose is getting the media to write something positive- Mainstream media has more power. Breakthrough tech will be newsworthy. Small companies have almost no power here.
* Bigger companies have more power. Journalists need them. Senior journalists have more power than smaller position ones. Who has more bargaining power?
* Activity: Visit any news website. Look at their stories. Companies, governments, sports, tech. There is a high chance those stories are from the company’s PR team. Accident news.
* The govt has a big PR team. Tight deadlines. PR people need to write quickly so they can meet the journalist’s expectations.
* Risks in Media Relations:
* 1) Any bad move made by the company can generate bad press.
* 2) Results are not guaranteed. If the announcement is news-worthy, they can use your press release. Press conferences are not filled with journalists. One or two journalists only is still good. We must have reasonable expectations. Never promise anything without concrete details or promises from the media. Sometimes events are not written about.
* How do we carry out effective media relations to our advantage? The media rely on PR people for good content. Good quality stories. What does the reporter find news-worthy? How can my announcement impact people?
* Is there anything like it? New tech? Use that as a point for the press release. Cheap visibility for small companies will not get covered as a story in a normal situation.
* Study the media to meet their needs and suit your interests. All types of media in the country.
* High quality media releases. Pictures, diagrams. Provide images like restaurants throwing away food, people in homes throwing food, where the food ends up. Media uses pictures in their stories. Provide as much as possible for a good story. Similar images.
* The media will prepare and conduct interviews of people in the organisation. Arrange for the interview and asking what questions are going to be asked and prepare questions. Craft answers with CEO. More prepared. Need to make sure the image of the org will be benefitted.
* Phone calls after Press releases. Any questions? Did you attend? Build rapport with journalists. Event to invite celebrities to make it exciting.
* A media release is a 1-2-page announcement of a document. Releases are used to give positive coverage.
* Drawbacks: Used too often and too many releases coming in. They are ignored most of the time.
* Benefits: Can be issued very quickly. Just needs to be emailed. Cheapest way of making news available, besides your website.
* Can be readily stored in online press rooms.
* The media gets to decide what to use.
* For immediate release (now) or the embargo (date or time). Content cannot be published till the specified date. Journalists must respect this.
* Media release needs a good, interesting, impactful angle.
* The headline must be present which grabs attention of the journalist you’re sending it to.
* Lead is first para.
* Few body paras with quotes from important ppl and supporting info. Quotes are important because if there’s no time to interview, they can use your quotes.
* Write your contact info. For more info, please contact (name, designation, contact details)
* Off-hour contacting might be good. One more pic, arrange an interview with…

More receptive and helpful to you if you help them.

* Boilerplate- more info about the company. Basic info.