

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Course	Certificate Course in Film Press Relations Officer										
2	Max no. of Students	25		Course Code - 419122								
3	Duration	6 month										
4	Course Type	Full Time										
5	No. of Days per week	6 days										
6	No. of hours per day	7 Hrs										
7	Space require	Theory Class Room – 200 sqft Practical Lab – 1000 sqft Total – 1200 sqft										
8	Entry qualification	S.S.C. Pass										
9	Objective of syllabus	To teach various skills and workmanship practices about Film Press Relations Officer										
10	Employment opportunities	After completion of this training the Participant would be able to: work as Film Press Relations Officer in film industry										
11	Teachers Qualification	Diploma / Certificate Course in concern field.										
12] Teaching Scheme –												
Training System per Week												
<table><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>12 Hours</td><td>30 Hours</td><td>42 Hours</td></tr></table>							Theory	Practical	Total	12 Hours	30 Hours	42 Hours
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13] Examination Scheme –												
Sr	Paper code	Name of Subject	TH/PR	Hours	Max. Marks	Min Marks						
1	41912211	FILM PRO	Theory - I	3 Hrs	100	35						
2	41912221	PRO BASIC	Practical - I	3 Hrs	100	50						
3	41912222	PRO PRACTICE	Practical - II	6 Hrs	200	100						
		Total			400	185						

Film Press Relations Officer

Film PRO - Theory - I	
Introduction to film making.	
<input type="checkbox"/> Understanding the importance of publicity in film industry. <input type="checkbox"/> What are the various stages of production and what kind of publicity is needed at such stages?	
How each of the media such as press, radio and television channels work.	
<input type="checkbox"/> How much is paid publicity and how much is non-paid publicity? <input type="checkbox"/> Study a few film editions/film magazines to learn about the various modes of film publicity. <input type="checkbox"/> Whom to contact for publicity on different media?	
Press Notes, brochures, photographs, video clips, press packs, posters, events, roadshow	
How to coordinate the work between such persons/firms?	
Get to know the publicity manager/news division of the different media.	
The budget for actual making of materials can be obtained from the respective firms. Only the budget for press relations can be calculated by PRO	
Collect the names and phone numbers of the persons in charge of film sections in different print and electronic media Understand how to write press reports and media handouts in a creative way and present them in attractively Learn basics of all the media formats. Learn to give inputs for creating posters, brochures for the media.	
Understand how to collect information about such people. Interview some of them before writing their profile.	
Understand the role of Producer, Director, Script Writer, Publicity Manager, Still Camera person, Videographer involved in film making	
Observe and make notes on all points that seem to your learning.	

Collect publicity material distributed there.
Discuss with your co-learners about your experience and learning.
Which is a right place, day and time to hold press meet?
How to take care of the press/media representatives? What are the materials to be provided to them? What do you do for those who could not attend the meet?
Keep in touch the press/media to see that the publicity occurs. Collect and preserve all that is published in the press. Keep a log of all that is telecast in the channels. If possible, record the programs.
Talk to the PRO there about your doubts and concerns. Observe the behaviour of all those involved in the conducting of the meet.
Simulate a press meet with your co-learners and learn the job alternating roles.
Keep an account of the expenses you incur on behalf of the producer so that you could present the bills and get your money back along with your remuneration.
Get to know about such association and regulation there in, procedure to get membership etc.
Knowledge of local language and English; Ability to write creatively. Maintain cordial relation with all concern
Importance of creativity in film making
Normal thinking of humans, and their likings and disliking
Liking and disliking as per the viewer"s category
Limits for creativity

PRO Basic - Practical - I
<p>Understand the role of a PRO.</p> <p><input type="checkbox"/> List out various publicity methods and media adopted in film industry.</p> <p><input type="checkbox"/> Understand the potential of various media in relation to film publicity.</p>
<p>Classify the modes and methods of publicity you have listed into suitable groups.</p> <p><input type="checkbox"/> Identify at what stage of film production various publicity would have occurred.</p>
List out various methods and modes of film publicity.
List various kinds of artists/firms/ organizations which are related to the work of Film publicity
Visit such places; interact with people there to understand their job.
Understand the cost of publicity in different media.
Prepare a typical budget for the entire publicity of a film from the launch to the release.
<p>Write a following letters and notes:</p> <p><input type="checkbox"/> To invite the press for a meet.</p> <p><input type="checkbox"/> To oblige to print the note and photographs you sent.</p> <p><input type="checkbox"/> A press note on two-three different stages/occasions during the shooting/production of the film.</p> <p><input type="checkbox"/> A publicity note on film before release.</p>
<p>Write profiles of one known personality <i>each</i> in the following category: Producer, Director, Camera Person, Music Director, Male Star, a Female Star, a Character Artist etc.</p>
Discuss with the producer, director and publicity manager about the media publicity plan of the film and create a media publicity plan for the film in the pre production, production and post production stages.
Visit a couple of press meets of a films conducted by an experienced PROs.

PRO Practice - Practical – II
List out things, in chronological order, that are necessary to be done for convening a press meet
List out things, in chronological order, that are to be done to conduct a press meet. List out possible problems that may crop up and how to troubleshoot them.
List out things that you have to do after the one meet is over.
Visit a couple of press meets for films conducted by an experienced PROs. Assist them in conducting the meet.
Conduct a typical press meet.
Prepare an account of the expenditure you have incurred for the film.
<p>Soft Skills required</p> <ol style="list-style-type: none"> 1. Good communication skills 2. Good presentation skills 3. Well groomed 4. Patience 5. Efficiency
Observe some movies and note down the both natural and unnatural things that impressed you. Rate the ideas in a scale as highly creative, creative, normal and abnormal
List out the imaginations that you would like to become real in regular life. List out the imaginations which majority of the viewers like
Categorise your viewers in different categories like Youngsters, Middle aged, Elders, Village folks, Urban viewers, educated, uneducated, Intellectuals, fanatics and so on. Identify the imaginations which majority of the category like to view on screen
Identify the disliking as individuals and as mass. People would like to see some thing and enjoy when in small group or as individual but not in public. Delete such imaginations or ideologies from the script.

Tools and equipments needed for training

1. Books and reference materials on various aspects of film, production, publicity and media
2. Collection film magazines and film editions of dailies.
3. Collection of various correspondences that a PRO handles.
4. Collection of various types of right ups, profiles sent for the press.
5. Media program charts
6. Resource persons from media, PR and film industry,
7. Computer and other teaching-learning tools.
