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**THE EXPERIENCES WITH UTILIZING OF PUBLIC RELATIONS  
IN THE URBAN PUBLIC TRANSPORT SYSTEMS**

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**1. Introduction**

Public relations (PR) belong to frequent courses of study all around the world. A lot of titles in all scopes of human activities are able to be found by studying of professional literature focused on the scope of PR.

The public passenger transport and its subgroup – the urban public transport (UPT) is certainly one of the scopes of PR research. It is able to be solved by studying of professional literature, that to the relationship between PR and UPT are not paid the same attention like towards other spheres of the public passenger transport. This paper has been elaborated from the same reason. These points of issue can be solved in this paper and they are able to be inspiring for deepened research on this field as well.

The extensive survey of UPT-transporters was realized as the source for this paper in the last years. All of these transporters are situated in the Czech Republic (Fig.1) and in the Slovak Republic (Fig.2). The selected transporters of the UPT (19 in the Czech Republic and 6 in the Slovak Republic) were stepwise addressed. The extent and willingness to cooperation were different for each individual case. This paper is based on relevant results gained from the best cooperated UPT-transporters, from large cities like Prague and Brno and medium-large cities like Pardubice and Hradec Králové in the Czech Republic or from the Slovak Republic, e.g. the city of Košice (Table 1).

**Tab. 1 Indicators of selected UPT-systems**

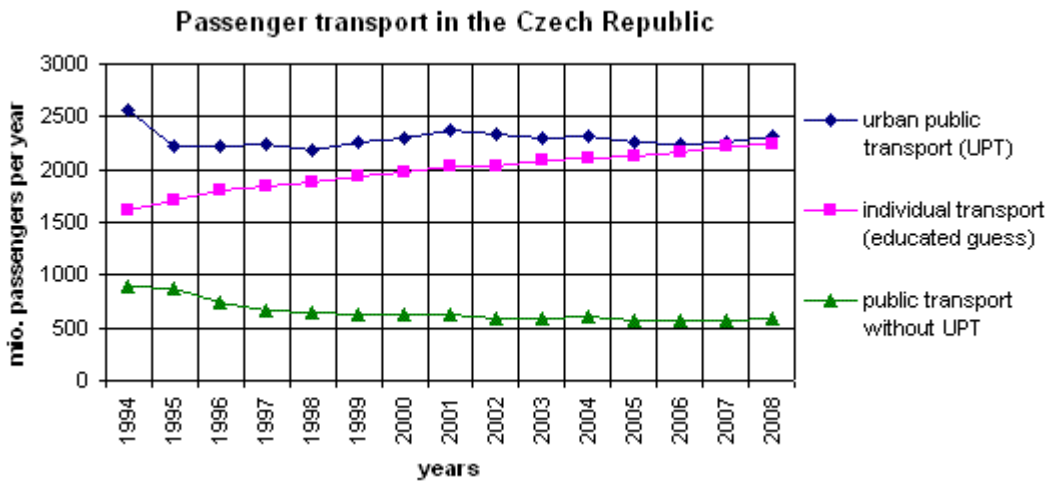
indicators	cities / UPT-systems				
	Praha	Brno	Hradec K.	Pardubice	Košice
population (mio.)	1.21	0.37	0.10	0.09	0.24
transport of passengers per year (mio.)	1192.93	343.47	35.28	30.58	97.42
number of vehicles					
<i>subway</i>	744	-	-	-	-
<i>tram</i>	987	320	-	-	128
<i>trolley-bus</i>	-	146	39	56	27
<i>bus</i>	1207	296	101	74	203
network (km)					
<i>subway</i>	54.9	-	-	-	-
<i>tram</i>	140.9	70	-	-	33,7
<i>trolley-bus</i>	-	54	23	30.1	13.1
<i>bus</i>	820.2	315	115	118.5	173.0
number of lines					
<i>subway</i>	3	-	-	-	-
<i>tram</i>	35	13	-	-	15
<i>trolley-bus</i>	-	11	5	11	2
<i>bus</i>	191	49	34	18	47
employees	11888	2952	423	442	1154
costs/sales (without grant)	3.14	2.02	2.33	2.16	2.49

## 2. Public Relations and Urban Public Transport

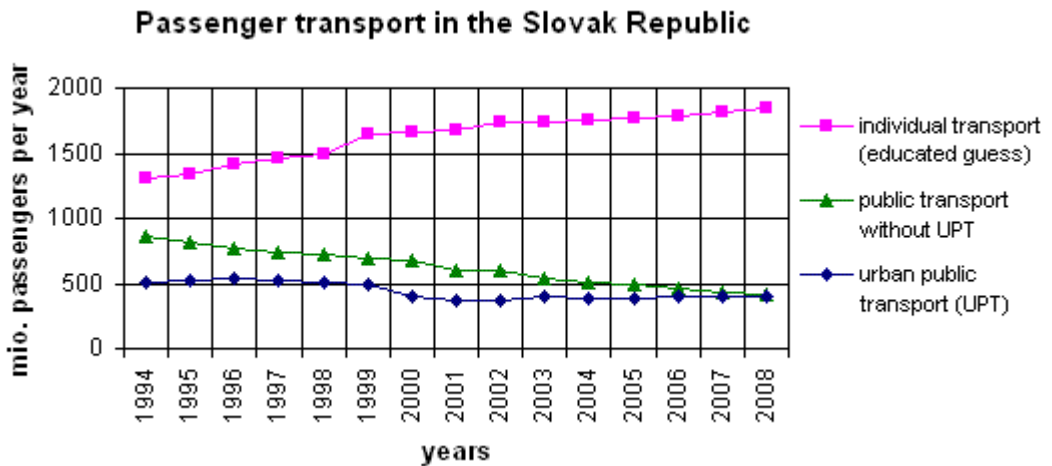
PR in the UPT are the sphere of interest of this paper. The points of issue were examined in the ten following main scopes of interest:

- Crisis management and solving of problems.
- Building of image and prestige.
- Analysis of public opinion, press monitoring.
- Controlling of relationships with media.

- Pointed campaigns.
- Lobbying.
- Building-up and management of relationship with the authorities of public administration.
- Consulting in queries of relationship with employees.
- Consulting in queries of relationship with passengers.
- Consulting in queries of relationship with the other interest groups and initiatives.



**Fig. 1** Number of passengers in relation to passenger transport subsystems in the Czech Republic (1)



**Fig. 2** Number of passengers in relation to passenger transport subsystems in the Slovak Republic (2)

## **Crisis Management and Solving of Problems**

Elaborating of the plan for the case of crisis communication towards surroundings is the main task of the UPT-transporters. The crisis team for problem solving and the crisis manual have to be assembled. The important numbers and data about contact persons in media etc. have to be accumulated next to it. The prompt reaction and the unwanted influence elimination are crucial by the crisis communication in the case of occurrence of negative public response or of negative response by media or competitors. The risk is hyping up of the problems by the media. The cooperative journalists, who pay attention more to respectability of information than sensation, are preferred (3). The recipients of these activities are general public, professional public and the journalists in the first instance.

Crisis situation can occur in the case of danger of company existence, but there are able to be some other crisis situations next to it, e.g. traffic accident, "normal" breakdown or blackout of technological equipment and the conflagration by that the environmental danger will occur, flood and some other situations by those the transport service is disturbed. It is meant e.g. interruption of service above defined time, disturbing of transport safety, of continuity (e.g. diversions) and of operating reliability. For that reason it is necessary to evaluate the situation formerly and to accept the adequate measurements in accordance with the importance of situation. (4)

The director of UPT-transporter, other representative of top management, dispatcher or dispatching centre or some other employees are placed into the crisis team next to the other designated employees. For instance the activity of dispatcher, who is set out on the place with occurrence of irregular situation, if it is an operational problem, he is able to be adjusted by the above mentioned manuals. The dispatcher has to monitor the situation and then inform the members of the crisis management. The results of monitoring and the assessment of impacts are reported by the dispatcher on the central dispatching. The situation is then solved in accordance with importance of situation in own competence of dispatching or in same cases with the help of inspection service. It means by the continuous service of controlling employees. (5)

Information about irregular situation with operational character will appear on the websites of UPT-transporter, in broadcasting of contractual radio stations and the responsible workers of the municipal authority are informed immediately as well (6). If it is possible and the transporter has the electronic information systems (like electronic displays) at the disposal, the information will appear in the form of moving text. The summarization and the conclusions for future cases of similar crisis situations will be elaborated as the last step of the crisis situation solving. (5) (7)

So-called general information is used by some UPT-transporters. This information is sent from dispatcher to all drivers and selected workers of UPT-transporter. The members of the top management are informed by mobile phones. The manual for solving of crisis situations is consisted of individual cards with procedures for solving of individual

crisis situations. The information has to be sent to all competent workers sooner than to media in all cases. This is able to be a task of so-called information management. It is problematic act in the situation, when the priority of dispatching is to solve the problem and later to inform the public because of time delay danger.

The UPT-companies have set the procedures by the internal regulations or measurements (organisation manual, directives). The information towards news media can be given only by the responsible officer in any case. The protection against antagonistic instructions and false information is realized by these measurements. The priority is to give really crucial information towards travelling public. The situation seriously influencing the operation of company in long-term view has to be solved by the company management. If it is necessary, the solution has to be managed in cooperation with the responsible municipal or other authorities. (4) (8) The main task is to inform travelling public in time and in needed extent, but the information need not to be disserviceable.

### **Building of Image and Prestige**

The main aims of image and prestige building are creation of logo and slogan of the UPT-system, arranging of company style of the UPT-transporter, creation of the advertising materials etc. The tools for enforcing of this aim are advertising and publicity in the form of papers and interviews as well next to the internet presentation. The company profile, opinions of company representatives on actual problems or introducing of a new service etc. are able to be presented in this way.

It is common to use so-called “logo-manual” arranged by internal directives of UPT-transporters for holding of the unified visual style. (3) The uniformity of visual vehicle appearance, tickets, documents etc. is ensured. There is a slogan of UPT-transporters in some cases. Some modern elements (e.g. connection of transport and multi-purpose chip cards) are promoted by these slogans. The long-time experiences (especially the establishment of company or service) or some services provided by the transporter are able to be promoted in some cases by the slogan as well.

The appearance of the vehicles can be also determined in some cases by the internal directive of UPT-transporter. There are named some elements of design (e.g. information pictographs, form of internal number of vehicle, municipal heraldry etc.) in this internal directive. These symbols have to be used in every case (e.g. in the case of full-area advertising car paint as well). The offer of official information addressed to media (usually in the form of press releases) is provided by the PR department next to it. First of all it goes about the currant news addressed to periodical press or to the cooperating radio stations.

The introducing of new products of transport services for improvement of travelling quality in the UPT-system is a special case. On the other hand it is not so easy to enforce a PR-paper in media.

There are some responsible officers of the transporter for communication with media for ensuring of the highest credibility of information. These so-called PR officers are obligated to require some information from competent employees in the UPT-transporter.

### **Analysis of Public Opinion, Press Monitoring**

All of the selected media (e.g. regional periodical press, regional radio and TV stations etc.) are regularly monitored by the UPT-transporters as well. The outcomes of the analysis are collected in the form of classical clippings or in the electronic form. There are elaborated the analyses and monitoring of delivered letters and e-mails, recorded telephone calls, personal visits etc. for improving of quality of the transport services into the future.

The monitoring of press is provided by the responsible department of the transporter in the praxis. In the case of smaller transporter it is the task of secretariat of top management, of director or of PR officer etc. The press monitoring is able to be provided by the external companies on the base of outsourcing. These analyses are usually elaborated on the principle of keywords finding. (3)

The special attention is paid to evaluation of public inquires held on websites of UPT-transporter. It is not an exception to collect verbal suggestions, queries and information. The evaluating is provided by e.g. quality manager. There is disposable, next to electronic mail, interrogation system embodied in the websites of UPT-transporter. This system is based on the principle of stepwise communication leading to arranging of contact with concrete responsible employee of the UPT-transporter. The queries are often archived.

The complaint registration is in responsibility of specialized department of the UPT-transporter or of responsible person. It is not an exception, that the acceptance of complaints is able to be decentralized. It is able to be divided after the traction of vehicles (e.g. subway, tram and bus), after the sphere of activity (e.g. transport inspection, fare etc.). The proportion between the verbal complaints and the written complaints is about 50 % to 50 % by the UPT-transporters.

All of the phone queries addressed to dispatching centre are mostly archived. The free of charge telephone lines are very powerful tool for collecting of public suggestions. These suggestions are daily analyzed and divided into individual groups after their orientation. These calls are not answered, but they make the basis for information provided in other ways (e.g. on information boards). It is necessary to distinguish the promptly reactions from the serious well-mentioned reactions.

The periodical (e.g. annual) survey can be implemented in some cases. This survey is focused on public opinion with the emphasis on the extent of traffic supply, on cleanness of vehicles, on the equipments of stops etc. These surveys have to be done

systematically because of time context. It is possible to analyse the progress of some parameters, with e.g. one-year time period.

### **Controlling of Relationships with Media**

Monitoring and evaluating of the published information in media is necessary for creation of the consensus of opinions between the UPT-transporter and journalists. The main reason of it is the protection against misinformation. The most effective propagation and communication strategy can be prepared in the way of prepared news releases for journalists in the form of text, sound and picture as well.

The PR-officer of UPT-transporter is responsible for interviews, organizing of press-meetings and for individual work with media (e.g. articles). It is useful to ensure regular meetings with journalists for better transfer of actual and correct information to them. The main responsibility of the PR-officer is to arrange and keep of positive contacts between the UPT-transporter and the selected group of journalists. Good quality of medial service, analysis and planning is the most important.

Sending of news releases by an e-mail is very common. These releases are addressed to individual media and to responsible officers of municipal authority as well. The accent is put especially on the regional mutations of newspaper, but the queries with wider frame of scope are naturally answered to other journalists or media as well. The UPT-transporters apprehensive, that the news releases (especially in electronic form) make the work easier for journalists and there is as well higher chance, than the information will not be biased. (5)

There are usually held some meetings of the top management of the UPT-transporter with the journalists. The reasons of these meetings are very specific and especially "purpose-built" and for that reason informal. The meetings with wide public are held there next to it as well. The meetings with journalists are regular (annual at least) and the meetings with the wide public are held mostly irregular. The main subjects to discuss are for instance: opening of the newly-built section of subway, reconstructions and reparations, raising the price of fare, new ways of fare collection (e.g. in the way of SMS sending), purchasing of new types of vehicles for UPT etc.

Providing of common information is in the responsibility of the middle management. The top management is responsible for the information about the future development and the general director is responsible for the cardinal information including important exceptionalities as well. It is established, that there is a higher number of news about the UPT-transporters in the media in the case of providing of the news releases in the electronic way.

Some requirements for the complex information are occurred. For that reason information are distributed to selected group of journalists in the form of internal periodical magazines. The journalists do not know specialized character of the points of issue. They have to acquire an independent point of view. The data about the planned changes in

transport service and the time schedule data are administrated e.g. by the transport department directly. The other information is administrated by the responsible officer of the department of information technologies.

### **Pointed Campaigns**

The pointed campaigns are focused on defined groups of community in the UPT. These campaigns are asserted in the case of setting-up into operation of new services or technologies. The advertisement, monitoring, campaign analysis and pointed promotional activity are the essential points of the pointed campaigns.

There is occurred one problem by the management of the pointed campaign. The UPT is used not only by the groups of inhabitants with a low income as it is often simplified from the non-professional point of view. There are some passengers from the “middle class” and from the high-income group of inhabitants as well. (8) (9)

The billboards, advertising in the regional television broadcasting, leaflets, information on vehicles etc. are the tools for the pointed campaigns. For instance, the leaflets are appropriate for promoting of additional services of the transporter. The campaign before changes of tariff conditions is one of the most important pointed campaigns of the UPT-transporter.

The accent is put on the information (various forms of barter agreements included) situated on the transport vehicles and on equipment of stops or in the places of advanced sale of tickets by larger UPT-transporters. The printed transport information about e.g. planned closure of traffic and about possibilities of substitute traffic in the selected area are accented as well. The operative information for passengers about the changes (or extraordinariness) in traffic are hung out on influenced stops by dispatcher. (4)

### **Lobbying**

It is an important category. The communication strategies with the key groups are proposed for the creation and reach of better conditions for activity. The present regular and irregular passengers, potential passengers, staff of the UPT-transporter, professional public, wide public etc. are known as the key groups.

The “key persons” are tried to be addressed by the UPT-transporters. The great accent is put on the lobbying before the permit procedure. This permit procedure precedes various changes, when the large explanation campaign is provided. (5)

There are some specific groups of passengers that have indirect influence upon transport mode choice. For instance the parents of schoolchildren make the transport mode choice for commuting of their children to school. For that reason it is necessary to address a specific type of lobbying also to these key groups of passengers. This method is known as an indirect lobbying.



## **Building-up and Management of Relationship with the Authorities of Public Administration**

The outputs of sessions of councils and commissions are pursued in the frame of the state administration and self-government. The information from political circles, from the other authorities of the state administration and from the informal sources is acquired as well. The organizing of formal or informal meetings in the congenial and attractive environment is an attendant toll for building-up of the relationship with the state administration. Building-up of the relationship with the transport authority, municipal authority and the municipal council is very important.

The transparent structure of the UPT-transporter helps to good relationship with the municipal authority, because the city is usually the founder of the UPT-transporter. It is not an exception, that the members of top management are invited to various sessions of municipal councils. In some cases the members of top management are members of various groups and commissions focused on the UPT or even on the integrated public transport system. (5)

The ascertainment of claims and plans of municipal council (the question of future – where is the future development of the UPT-transporter oriented) is one of the main goals. In the case, that the session of the municipal council is focused on the problems of UPT-transporter or the UPT-system, the press conferences are organized by the UPT-transporter. For instance the confirmation procedure of application of UPT vehicles preference is described on the press conference. This confirmation procedure may take a long time.

### **Consulting in Queries of Relationship with Employees**

There are existed some non-periodically published internal materials of the transporter focused on internal communication in the frame of this category. The main goals of these materials are enhancement of awareness and processing of interesting information about the “life of the transporter” in quality and professional way. These materials can create an information base for another papers published in other professional media. The internal materials are usually focused on the following themes: the current situation in the company, information from the management of the UPT-transporter, the situation in the UPT, the analysis of the published papers in the professional media, the information about various actions organized by the UPT-transporter, consulting sections for the enhancement of quality of the transport services, the official statements about actual problems of the transporter, the interviews with passengers and contractual firms, the supply of cultural and sport activities for employees, the possibilities of the benefits to the employees etc. (3) (4) (7)

The information addressed to the employees is selected in accordance with their professional activities of individual groups of employees. There are some various

information packets different for these groups of employees. There are own bulletins periodically or as well irregularly published by the UPT-transporter.

There are held some sessions differed for individual groups of employees after their professional activities. These sessions are better evaluated by the employees than the printed information because of the direct feedback possibility. There are existed partial working sessions organized by the middle management of the transporter. The contribution of these partial sessions lies in transfer of selected information from the top management to the regular staff.

There are used the group leaders next to it, e.g. one driver is a group leader of approximately 10 other drivers. These leaders are responsible for timely and accurately information of the regular staff. The special group is sphere of training for suppliers of services (in the form of outsourcing) (7) and for the visitors of the UPT-transporter (e.g. educational excursions).

In some cases there are established so-called “communication points” by the UPT-transporter. These points are existed in the forms of notice boards, information boxes, letterboxes and in the form of points for an actual information publishing. These points are supplemented by the “opening hours” by the top management of the UPT-transporter. The computer terminals with the intranet access, ensuring the access of employees to the internal databases, are also one of the important communication points.

### **Consulting in Queries of Relations with Passengers**

The regularly informing of the public in the form of information materials, meetings with citizens, information about changes, free of charge transport in the special connections by the opportunity of various anniversaries, organizing of the “Days of Ecology,” sponsorship of beneficial to the public activities (free of charge advertisement on and in the vehicles), realizing of explorations and surveys, information about news and explanation campaign are the main elements of this category. The sponsorship is not possible by some UPT-transporter (3), only some ways of financial support like cooperation with charity and diseased people etc. are possible there.

The commercial advertisement in the form of barter cooperation or the free of charge advertisement in the form of hidden advertisement like enhancement of image by passengers through the advertising support of help lines, kindergartens, disabled people and their activities etc. are used from the point of view of promotion. Some free of charge and thematically beneficial to the public advertisement is placed by the municipal council from the position of founder of the UPT-transporter.

Annual ecological days are popular. On the other hand the UPT-transporter are in some cases confronted with the negative opinion of time tickets holders (tickets for one week or for one month) by the action with name “The Day without Cars.” The UPT is free of charge by this action, but the long-time tickets holders are not compensated. The competition between various modes of transport (e.g. tram, bus, car, cyclists and runners)

on the most frequented routes in the time of traffic peak is held by this occasion. The main goal of these competitions is to point the overcrowding of streets and the necessity of public transport preference to individual car traffic. (6)

The nostalgic drives are very popular as well. The historical vehicles are used and the free of charge excursions in the objects of the UPT-transporter are held. The accent is put on the attendance on various exhibitions, presentations in the federation of UPT-transporters etc. The possibility of using of special lines for transport of disabled people is very positive evaluated by the wide public.

The transport supply is sometimes enlarged of free of charge assistant services. The handicapped person (or care giver) can order this service (help by the transport) by the telephone.

It is an interesting fact, that the information materials of UPT-transporter supplemented by commercial advertising (because of reduction of printing and distributing costs) are received by the passengers in more negative way than without advertising.

It has been found out in the large cities, that the supporting activities of transporter are not so significant. The emphasis is put on the high quality of services by the wide public. The UPT-transporter as an organization is mostly felt in the negative way by the public. It is felt as a company with very complicated and untransparent structure. On the other hand the public is usually satisfied with the UPT-system (3). For that reason it is necessary clearly explain the justifiability of endowments by the financing of the public transport services.

### **Consulting in Queries of Relationship with the Other Interest Groups and Initiatives**

This category has not to be ignored or underestimated. The UPT-transporter is able to acquire the influence on this group of persons in the way of the UPT fan club establishment. The high quality and correct communication is very important. The required information has to be given in the most of cases. The initiatives of these groups have not to be ignored in any case. If these initiatives are ignored, it is able to effect negatively on the initiatives of the UPT-transporter. The transporter has to monitor of activities of these persons and to try to indirectly diminish these activities in the way of willingness to cooperation with these persons.

The periodical bulletins or leaflets in electronic form are addressed to these groups for their individual needs as well. These materials are supplied free of charge by the UPT-transporter. The emphasis is put especially on the activities like publishing of the annual and anniversary reports, the "days of open doors" (dispatching inclusive), the guided tours of the UPT museum, possibility of taking the photographs with or in the UPT vehicles etc.

There is a communication with fan clubs on the above standard level by some of the UPT-transporters. Some of the employees (or former employees) of the UPT-transporter are usually the active members of these fan clubs. There are as well some groups of UPT sympathizers, who organized the petition against the reduction of public transport extent in the serious case of threat of this kind (6).

The UPT-transporters are aware of the threat of presentation of unofficial information. The creators of unofficial websites focused on the UPT are usually asked for cooperation on the official websites of the UPT-transporter. It is useful to create a “friend” from a former “neighbour.” The importance of media relations or public relations in the context of internet is evident.

There is an individual access to so-called individual permanent complainers. The SMS are massively used for their repeated complaints. The UPT-transporters try to encourage of some volunteers for commenting of the activities of the UPT-transporter. These volunteers are sometimes able to suggest some changes (3).

It is interesting, that some groups of “fans” are evolved in the transport companies. The members of these types of groups usually send their complaints or suggestions by an e-mail.

### 3. Recommendations of Experiences for Urban Public Transport Companies

The previous section includes results of research for PR application in the UPT-companies. There is a lot of knowledge in above mentioned text and for that reason it is necessary to implement recapitulation with accentuation of basic requirements for main scopes of PR, witch authors consider as significant. All is written in Table 2.

**Tab. 2** Basic requirements for main scopes of PR after authors

Main scopes of PR	Basic requirements
Crisis management and solving of problems	<ul style="list-style-type: none"> <li>- assembling of the crisis team for problem solving and the crisis manual</li> <li>- the information towards news media can be given only by the responsible officer in any case</li> <li>- the prompt reaction and the unwanted influence elimination are crucial</li> <li>- information about irregular situation will appear on the websites of UPT, in broadcasting of contractual radio stations and the responsible workers of the municipal authority are informed immediately as well</li> <li>- the passengers have to be informed immediately by</li> </ul>

Main scopes of PR	Basic requirements
	<p>the UPT-workers</p> <ul style="list-style-type: none"> <li>- the information has to been sent to all competent workers former than to media in all cases</li> </ul>
Building of image and prestige	<ul style="list-style-type: none"> <li>- holding of the unified visual style - "logo-manual"</li> <li>- the offer of official information addressed to media is provided by the PR department</li> <li>- introducing of new products of transport services for improvement of travelling quality</li> </ul>
Analysis of public opinion, press monitoring	<ul style="list-style-type: none"> <li>- monitoring of the selected media - e.g. regional periodical press, regional radio and TV stations etc.</li> <li>- the analyses and monitoring of delivered letters and e-mails, recorded telephone calls, personal visits etc.</li> <li>- evaluation of public inquires held on websites</li> <li>- offering the free of charge telephone lines for passengers</li> </ul>
Controlling of relationships with media	<ul style="list-style-type: none"> <li>- the PR-officer is responsible for interviews, organizing of press-meetings and for individual work with media</li> <li>- sending of news releases by an e-mail - these releases are addressed to individual media</li> <li>- the main reason is the protection against misinformation</li> </ul>
Pointed campaigns	<ul style="list-style-type: none"> <li>- focused on defined groups of public</li> <li>- the billboards, advertising in the regional television broadcasting, leaflets, information on vehicles etc. are the ways for the pointed campaigns</li> </ul>
Lobbying	<ul style="list-style-type: none"> <li>- the present regular and irregular passengers, potential passengers, staff of the UPT-transporter, professional public, wide public etc. are known as the key groups</li> <li>- provide of large explanation campaign</li> </ul>
Building-up and management of relationship with the authorities of public administration	<ul style="list-style-type: none"> <li>- the information from political circles, from the other authorities of the state administration and from the informal sources is acquired as well</li> <li>- building-up of the relations between the transport authority, municipal authority and the municipal council</li> </ul>

Main scopes of PR	Basic requirements
	is very important
Consulting in queries of relationship with employees	<ul style="list-style-type: none"> <li>- publishing of internal materials of the UPT-transporter focused on internal communication in the frame of this category</li> <li>- various information packets different for groups of employees</li> <li>- establishment of so-called “communication points”</li> </ul>
Consulting in queries of relationship with passengers	<ul style="list-style-type: none"> <li>- the regularly informing of the public</li> <li>- meetings with citizens, information about changes, free of charge transport in the special connections by the opportunity of various anniversaries, organizing of the “Days of Ecology,” sponsorship, the nostalgic drives etc.</li> <li>- the commercial advertisement in the form of barter cooperation or the free of charge advertisement in the form of hidden advertisement</li> </ul>
Consulting in queries of relationship with the other interest groups and initiatives	<ul style="list-style-type: none"> <li>- support for establishment of UPT fan club</li> <li>- the required information has to be given in the most of cases</li> <li>- the UPT-transporters are aware of the threat of presentation of unofficial information through web sites</li> </ul>

#### 4. Conclusion

The authors have tried to summarize the points of issue of PR in the context of UPT-systems in the paper. The individual elements of the points of issue (considered as the key elements by the UPT-transporters) have been accented in the individual categories. It has been recommended, how it is possible to make progress in individual cases.

The evaluating of importance of the individual presented information knowingly has not been made, because it is not possible to generalize this problem. There are existed various points of view on the importance of measurements in individual UPT-subsystems.

The authors are aware of that the points of issue of PR are not so examined as other courses of study.

The authors of papers published in analysed periodicals always pay attention to individual concrete spheres of PR only and the complex and public transport points of view are still missing. This paper based on these analysed information sources tries to

deepen the research in complex way and with focus on concrete conditions of the UPT. The state-of-art know edge will be risen up thank this type of research.

The PR research will be interesting also in the other modes of public transport out of UPT or on the field of UPT, but in other foreign countries.

It has been accented, that these questions need not to be comprehensive for all of the UPT-systems (cities). For that reason the authors welcome all of reactions and suggestions to this paper and to the information published there.

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## Summary

### THE EXPERIENCES WITH UTILIZING OF PUBLIC RELATIONS IN THE URBAN PUBLIC TRANSPORT SYSTEMS

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The points of issue embodied in the paper are situated in the category of public relations in the firms and companies. All of mentioned facts are thematically steered into rarely examined public transport companies, especially into the part of them, into companies operating in urban public transport services. The research of the general points of issue of public relations is most enlarged in the English-speaking countries, how it follows from studying of information sources and literature. The research of public relations by public transport transporters is significant as well in other countries on the same level. The core of the paper is consisted of the experiences with public relations in the urban public transport systems in the Czech Republic and in the Slovak Republic. The experiences have been gained by the extensive survey in both of these states.

## **Resumé**

### **ZKUŠENOSTI S VYUŽITÍM PUBLIC RELATIONS V SYSTÉMECH MĚSTSKÉ HROMADNÉ DOPRAVY**

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Problematika zahrnutá v příspěvku spadá do kategorie public relations ve firmách a společnostech. Ovšem vše je tématicky směřováno do zřídka zkoumaných podniků veřejné osobní dopravy, ze kterých se věnuje pozornost části z nich, a to podnikům provozujícím městskou hromadnou dopravu. Při studiu informačních zdrojů a literatury je patrné, že výzkum obecné problematiky public relations je nejrozšířenější v anglicky mluvících zemích, ale výzkum public relations v podnicích veřejné osobní dopravy je srovnatelně významný i pro další země. Jádrem příspěvku jsou zkušenosti s public relations v systémech MHD v České republice a ve Slovenské republice, které byly získány pomocí rozsáhlého průzkumu v těchto státech.

## **Zusammenfassung**

### **DIE ERFAHRUNGEN MIT DER VERWENDUNG DES PUBLIC RELATIONS IN DEN STADTVERKEHRSSYSTEMEN**

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Die Problematik aus diesen Artikel gehört zu eine Kategorie des Public Relations in den Firmen und in den Gesellschaften. Trotzdem ist alles thematistisch zu schwach analysierte ÖPNV-Gesellschaften hingezielt. Augenmerk ist zu Betriebsgesellschaften für Stadtverkehr degeschenkt. Während der Studium der Informationsquelle und des Literaturs ist deutlich, dass die Forschung der Standardproblematik des Public Relations in englischsprechenden Ländern weitestgehend ist. Die Forschung des Public Relations in den Betriebsgesellschaften für die ÖPNV ist trotzdem vergleichbar nennenswert auch in anderen Ländern oder Statten. Als der Kern des Artikels sind die Erfahrungen mit Public Relation aus den Stadtverkehrssystemen in der Tschechien und in der Slowakei, welche durch weitgehende Forschung in diesen Statten gewinnt waren.