

Public Relations Management

***Dr.T.Sivakami & **Ms.J.Jasmine**

***Assistant Professor & ** II MBA**

PG & Research Department of Management Studies

Bon Secours College for Women

Thanjavur

PUBLIC OPINION RESEARCH

IMPORTANCE

- Identifies the information.
- Weighs public perception on a particular issue.
- Reflects public concerns , beliefs and values.
- Helps determine where tax dollars are needed.

PUBLIC RELATIONS

Public relation is a management tool designed to favorably influence the attitude towards an organization, its products and its policies.

by STANTON



FUNCTIONS OF PUBLIC RELATION DEPARTMENT

- PRESS RELATIONS
- PRODUCT PUBLICITY
- CORPORATE COMMUNICATION
- LOBBYING
- COUNCELING
- IN-HOUSE JOURNALS
- SPECIAL EVENTS
- PUBLIC SERVICE ACTIVITIES

PUBLIC RELATION ROLE IN GOVERNMENT

The government public relations contributes to

- Implementation of public policy.
- Assisting the news media in coverage of government activities.
- Increasing the internal cohesion of the agency.
- Increasing the agency's sensitive to its public's.
- Mobilization of support for the agency itself.

GOVERNMENT PR PROBLEMS

- Lack of transparency
- Public apathy
- Bewilderment
- Bureaucracy stranglehold
- Low literacy level
- Unsupportive media
- Governments poor image

COMMUNITY RELATIONS



COMMUNITY RELATIONS

- Community relations is defined by the relationship between a company and its proximal community or communities.
- Existing as brand within a neighborhood, country or digital hangout is no longer enough to earn a company neighborhood favor.
- With so many resources available, including money and large speaking platforms, companies are seeking out ways to help nourish their communities and in turn, communities are scrutinizing brands for what they bring to the neighborhood table.

COMMUNITY RELATIONS

- The corporate world is a social phenomenon. For this reason the corporate community can not afford to be indifferent towards the society. Here the ethics and moral duties come into play.
- The practice of the corporate social responsibility is regarded as the PR task where the company undertakes the activities outside its scope of business existence. The primary purpose of these activities remains earning goodwill, and support by establishing itself as a responsible company sensitive to the society.

COMMUNITY RELATIONS

➤ The area of community PR can not be limited. It encompasses charity, endowments, scholarship, philanthropic activities, social campaigns (AIDS awareness, hygiene. etc.), support to state administration to solve local problems, adoption of villages, slums etc. for development works, special events (e.g. health, medical camps, hobby classes), awareness rallies (e.g. national integration) and other communication activities to convey the Co's sense of belongingness towards the community.

PR PROFESSIONAL CODE

CODE OF ETHICS

① CLIENT SERVICE

② CONFLICT OF INTEREST

③ GROUP AUTONOMY

④ PROCESSES, METHODS
AND TOOLS

⑤ RESPECT, SAFETY, EQUITY AND TRUST

⑥ STEWARDSHIP OF PROCESS

⑦ CONFIDENTIALITY

⑧ PROFESSIONAL
DEVELOPMENT

Code of Professional World

TYPES

- Internal – External codes
- Personal codes for accountability

Internal – External Code

- ✓ Every institution seek to attain minimum standard of practice Levi Strauss & company adopted "Global Sourcing and Operating guidelines" in 1991.
- ✓ These codes aimed at manage labour practices of its global chains of apparel suppliers.
- ✓ The code commits Levi Strauss to work only with suppliers who do not use child or prison labour, who maintain reasonable work hours and benefits, who permit union organizing and who maintain adequate health and safety standard Levi Strauss consulted the NGOs and based its codes on principles elaborated by the International Labour Organization (ILO) and United States Labour Law.
- ✓ Internal codes have become intrinsic part of any system as a measure of check and balance. The internal codes are meant for the employees and staff to make them clear, aware and conscious about their rights, duties, responsibilities, constraints and liberties.

Internal – External Code

- Internal codes have become intrinsic part of any system as a measure of check and balance.
- The internal codes are meant for the employees and staff to make them clear, aware and conscious about their rights, duties, responsibilities, constraints and liberties.
- There are two mechanisms in operation-one the company generated codes developed primarily by the corporate management. These are broad statement of business practice and professional commitments

Personal Code of Accountability

- Personal code is that unwritten code the application of which demand sound judgment and some positive personality traits. Basic nature of an individual becomes the major force to drive a person on the righteous path. A faithful person is an asset and can be a brand in him/herself.
- Person is always in demand, always entrusted with responsibilities, the brand ambassador of those groups s/h represents and a non-controversial leader always. The individual code is not only about the right conduct but also the professional expertise in handling the routine and complex situations.

THANK YOU