

PUBLIC RELATIONS AND YOUR ORGANIZATION

OBJECTIVES OF PUBLIC RELATIONS

1. To interpret the company's goals, policies, practices, and types of programs to the prospective audience.
2. To explain the prospective audience's attitudes and opinions to the members of the organization.
3. To anticipate, ferret out, and prevent internal strife that might undermine the success of the organization.
4. To obtain audience acceptance by winning the audience's attention.
5. To provide guidance to the organization.

Thus, public relations can be divided into three sections:

1. Public relations for the organization
2. Public relations for the programs
3. Public relations for the members

PUBLIC RELATIONS FOR THE ORGANIZATION

Four Basic Steps:

1. Research - Listening:

Analysis of opinions, attitudes and reactions of the members of the organization.

2. Planning - Decision Making:

Use the attitudes, opinions, ideas, and reactions of the members to direct the organization in the mutual interests of all concerned.

3. Communication:

This includes the explaining and dramatizing of the chosen aims of the organization to everyone affected.

4. Evaluation:

It is important to evaluate the results of the program.

Three Questions on the Organization's Image:

1. What are the qualities that make the organization **unique**?
2. Which qualities **satisfy some need** or desire that attracts the prospective member? audience?
3. Which of these qualities **fit together** best in a coherent pattern?

PUBLIC RELATIONS FOR MEMBERS

It is important for the organization to have respect for the individual and treat members as the primary source of productivity and success. Without a doubt, an organization is less dependent on their prospective audience than on its members.

The men and women who comprise the work force of an organization have to be considered valuable ingredients in community relations because of their numbers. Thus it is important that the organizational members promote the club.

This can be achieved by an organization through encouraging involvement with motivational aids such as buttons, badges, as well as smiles and thank yous.

Once membership involvement is initiated, it is important to retain their support:

1. Reward members for their involvement. Recognize them by sending press releases to the school paper or other campus and community publications.
2. Reward members with tangible things such as an annual dinner party or other suitable gifts.

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