MODULE 4

COMMUNITY RELATIO



MEANING

CR, as a public relations function, is an institution planned, active, and continuing participation with within a community to maintain and enhance its environment to the benefit of the both the firm an community.





Definition

"CR is largely a public relations responsibility focusing on the management of potential and existing communication interactive networks of organisation and publics of the benefit of the b groups".





IMORTANCE OF COMMUNITY RELATION

- Work for everyone who desires it
- 2) The prospect of growth and new opportunity
- 3) Adequate competitive commercial enterprises
- Competent municipal government with modern po fire, highway and other services
- 5) Educational, cultural, religious and recreational pu
- Appropriate housing and public services
- 7) Provision for helping those least able to help them
- Availability of legal, medical, and other profession services
- 9) Pride and loyalty
- 10) A good reputation in the area and beyond

Role Of PR in Community Relation

- Issuing news of interest to community and providir officials of the organizations with information on to of CR
- Representing the organization in all sorts of volunt activities, including fund drives and getting employ likewise.
- Managing the contribution function giving donat
- Functioning as the organizations intermediary with and government, civic, educational concerned with social problems and celebrations.
- Planning and helping to implement special events dedication of new facilities.
- Planning and conducting open houses or tours as n and desirable.

TWO TYPES OR LEVELS OF PROGRAMMING EN

ONE LEVEL:

- 1) Membership network
- 2) Speakers Bureau
- 3) Make facilities available
- 4) Open houses, visitations, tours
- 5) Program around holidays
- 6) Take part and support public events



TWO TYPES OR LEVELS OF PROGRAMMING EN SECOND LEVEL:

- 1) Ambassador or constituency relations programs
- 2) Hold regular opinion leaders briefings or idea exc
- 3) Set up local community relations advisory boards
- 4) Employee volunteer programs
- 5) Community research
- 6) Social projects
- 7) Make expertise available



COMMUNITY RELATIONS PROCE



GUIDELINES FOR EFFECTIVE COMMUNITY RELATIONS PROGRAM

☐ Act as good neighbor
☐ Accept the perception of the community
☐ Develop effective listening skills
☐ Do not assume all the knowledge about the problem res
managing it
☐ View conflict as positive
☐ Develop structures in which the community can easily
participate
☐ Endeavour to keep the process as clear as possible
☐ Develop mechanisms for how the wider community wi
kept informed
☐ Develop conflict management structure and processes
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SPECIFIC FUNCTIONS OF COMMUNITY RELATIONS

- When an organization moves
- Criteria for community relations actività
- Local government and political action
- CSR



CRITERIA FOR COMMUNITY RELATIONS ACTIVITIES

- 1)Creating something needed that did not exist bef
- (2)Eliminating something that is a community prol
- (3)Developing a means of self determination
- (4)Broadening use of something that exists to include have-nots
- (5)Sharing equipment, facilities, and professional expertise
- (6)Reconstituting, Repairing, and Dressing up
- (7)Tutoring, counseling, and Training
- (8) Activating others



CORPORATE SOCIAL RESPONSIBILIT & PHILANTHROPHY

CSR: CSR is defined as the voluntary active undertaken by a company to operate in econocial and environmentally sustainable materials.

PHILANTHROPHY: the love of humanity, sense of caring, nourishing, developing an means to be human.



CHALLENGES FACED BY COMPANII IMPLEMENT CSR

- The issues are not static.
- The priorities vary among publics
- The problems are complex and not easily solved
- It can be difficult to satisfy the publics expectations:



TYPES OF PHILANTHROPHY

- 1) Cash Donation
- 2) In kind Donation
- 3)Employee volunteering

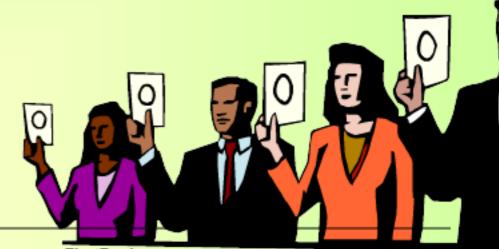
EMERGING CHALLENGES O COMMUNITY ACTIVISM

- ✓ Organizations must be prepared to deal w the increased media scrutiny.
- ✓ Community activist can exert undue pres and unreasonable influence in attempting raise public consciousness.
- ✓ Using variety of tactics including e mails internet, media interviews.
- ✓ Organizations misusing, abusing or viola laws should be held publicly accountable

their actions. www.FirstRanker.com



THANK YOU



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