

## MODULE 4

# COMMUNITY RELATION



# 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 and 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 business groups”.



## **IMPORTANCE OF COMMUNITY RELATION**

- 1) Work for everyone who desires it
- 2) The prospect of growth and new opportunity
- 3) Adequate competitive commercial enterprises
- 4) Competent municipal government with modern police, fire, highway and other services
- 5) Educational, cultural, religious and recreational public services
- 6) Appropriate housing and public services
- 7) Provision for helping those least able to help themselves
- 8) Availability of legal, medical, and other professional 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 providing officials of the organizations with information on the role of CR
- Representing the organization in all sorts of voluntary activities, including fund drives and getting employees involved likewise.
- Managing the contribution function – giving donations
- Functioning as the organizations intermediary with the public and government, civic, educational concerned with social problems and celebrations.
- Planning and helping to implement special events such as the dedication of new facilities.
- ~~Planning and conducting open houses or tours as needed 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 PROC





## **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 resides with the community; involve them in 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 will be kept informed
- ☐ Develop conflict management structure and processes

## **SPECIFIC FUNCTIONS OF COMMUNITY RELATIONS**

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



## **CRITERIA FOR COMMUNITY RELATIONS ACTIVITIES**

- 1) Creating something needed that did not exist before
- (2) Eliminating something that is a community problem
- (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 RESPONSIBILITY & PHILANTHROPY**

**CSR :** CSR is defined as the voluntary activities undertaken by a company to operate in economic, social and environmentally sustainable manner.

**PHILANTHROPY :** the love of humanity, sense of caring, nourishing, developing and means to be human.

## **CHALLENGES FACED BY COMPANIES WHEN IMPLEMENTING 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 public's expectations:



## **TYPES OF PHILANTHROPY**

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





## **EMERGING CHALLENGES OF COMMUNITY ACTIVISM**

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

THANK YOU

