

WEEK 9

Learning Outcomes:

By the end of the lesson, the students will be exposed to:

- The corporate role,
- Community relations and philanthropy.

Corporate PR



The Corporate Role

- Because a corporation's impact on society is felt at so many levels, those who plan and conduct its public relations face a complex task.
- Even relatively small corporations need public relations programs that show them conducting their affairs, both internal and external, in a socially responsible manner.



The Human Factor

- The fundamental, irreplaceable element in every business is people.
- Customers, employees, and communities are all critical.
- The PRP must work within the company to foster constructive, socially aware behaviour and outside the company to convince the public that the firm is a *worthy*, caring, corporate citizen.

Downsizing & Technology

- Down-sizing creates particular problems of organizational image management for PRPs.
- Companies increasingly substitute technology for human contact with customers. Organizations should do this with extreme caution.



Consumerism

- The day of *caveat emptor* is long gone. Now stakeholders, particularly consumers, want accountability.
- Companies are guilty until proven innocent.
- Boycotts are common.

Product Recalls

- Recalls of defective products from the purchasers are the most visible and frequently very expensive aspect of corporate relations with consumers.

Business Public Affairs

- Being a good corporate citizen is important for many reasons.
 - Business is regulated in direct proportion to its social abuses
 - Business only prospers in a stable society that provides safety, security, and economic well-being for citizens
 - Corporate citizenship enhances reputation

Community Relations & Philanthropy

- Think globally, act locally.
 - This is community relations.
- In recent years, organizations have increasingly supported education programs through philanthropy. Why?
- Enlightened self-interest: giving to charities that benefit the organization.
 - HP: gives to universities to produce highly skilled workers, and to look good.

Going Green

- Public demand for protection of the environment places a heavy burden on organizations.
- Social responsibility requires that organizations eliminate damage to the planet.
- PRPs help organizations by:
 - presenting the good things the organization has done for the environment, and
 - having a crisis plan ready in case an environmental disaster occurs.

Other Issues

- Financial Information
 - IR is crucial because of mergers, takeovers, and financial scandals
- Sensitivity to Ethnic Groups
 - growing numbers of the “minority” population demand sensitivity
- Marketing Communications
 - using PR to promote products/services
- Employee Communications