



PR as a Subsystem & Managing PR Activity

Public Relations

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PR as a subsystem :

- Evaluating public attitude.
- Identification in policy and procedure, person or organization for public interest.
- Planning and implementing the action of programs.

The final purpose are to get *Public Understanding and Acceptance*.

Do & Don't in PR Activity

- What PR can do :
 1. Influence the attitude & Doing management activity
 2. Helping management in propose the opinion, articulated company opinion
 3. Giving attention to public through PR competence in communication
 4. May countering the negative opinion which has no advantages for the company.

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5. Encourage public segments in his/her side then taking position especially for special issues.

How's the method :

- a. Giving clear information
- b. Present the opinion

If an unexpected situation can be repairable, then PR has to help fixing the reputation and corporate image.

What PR can't do :

- PR can't step forward alone, she/he will need someone else as supporting people, surrounding, etc.
- PR can't do the activity out of their ethics.

The instrument in PR activity is Publicity

- **Publicity Profit :**
 1. One of the instrument in handling PR programs.
 2. Promote about corporate, product or services.
- **Publicity can be expressed through :**
 1. Broadcast Media (TV, Radio, etc)
 2. Mold Media (Editorial column in Newspaper, Magazines, Corporate Publications, Books or Journal)

How to Plan 'Great PR Activity' ?


- Needs Internal Evaluation :
 1. Responsibility
 2. PR Organizing
 3. Staffing (Human Resources) PR
 4. PR Budgetting

PR Planning Phase :

- Public & Self Analysis
- Interpretation & Policy Making
- Communication & Persuasion
- Ongoing Analysis & (if possible)
Readjustment

PR Responsibilities :

- PR usually has a difficult responsibility, but we had to subjected those responsibility as a usual activity. So PR didn't have to delegated their job to someone else or other department.
- PR Job usually suited to others job, such as : Sale, Engineering, Fnancial Affairs, etc.
- Keep the reputation of their corporate, because he/she has a responsibility in corporate problems.

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- **Guidance & Policy Making in one hand (centrally), it was need for : Keep and guarantee an objective and professional working, in order to keep all the informations in PR planning.**

