

# Organizational Communication- Public Relation Publications





# Introduction

- Public relations is practice of managing communication between an organization and its target public (Newsom & Haynes, 2005)
- Public relations and its publications is considered important as it
  - Maintains organizational image
  - Communicates messages to its customers, investors and general public
  - Effective engagement of internal publics- employees, suppliers, distributors and other general publics

(Laurie & Joseph, 2014)



# Public Relations (PR)

- A process of strategic communication between organizations and their publics
- It is aimed at building mutually beneficial relationship (Smith, 2013)
- It is used to identify target audiences and tailor messages to communicate about different aspects to the relevant audience (Newsom & Haynes, 2005)
- Public Relations professional- communicates with target audience through media and create positive image of organization (Smith, 2013)



# Different Types of Publications in PR

➤ PR Publications for External and Internal Public include

External

- Newspaper
- Magazine
- Audio Releases
- Website Press Room
- Newsletters
- Events/Functions

(Laurie & Joseph, 2014)



# Different Types of Publications in PR



## Internal

- In-house journals
- Bulletin board
- Annual Report
- Printed Literature

(Newsom & Haynes, 2005)

# Use of PR Publications in Different Contexts

- PR Publications in organizations are used in different contexts- in-house, government, public affairs and corporate communications for internal audiences (Newsom & Haynes, 2005)
- PR Publications in external context is used for
  - Enhancing organizational reputation
  - Building and maintaining relationship with different stakeholders  
important in achieving organizational goals
  - Monitoring and responding to changes in external environment such as issues , expectations, relationships and reputation

(Culberston et al., 2012)



# Use of PR Publications in Different Contexts

- PR Publications in internal contexts is used for
  - Aimed at maintaining effective working environments
  - Establish regular communication between employees and organization
  - Sharing organizational priorities and information
  - Understanding the organizational expectations from employees
  - Communicate important notices and orders to employees

(Gregory, 2015)



# Different PR Publications Styles

- PR Publication styles include
  - Use of effective language, which target audience can easily understand
  - Information and writing should be oriented to the reader
  - Need to use the existing trends in broadcasting and writing the content to be communicated

(Mahoney, 2013)





# Different PR Publications Styles

- Use of good communication skills, which should be oriented to the target audience (Culberston et al., 2012)
- Include the right amount of content
- Only relevant information to be shared with the internal and external publics

(Smith, 2013)



# Different Publics considered for PR Publications

➤ Publics for PR Publications include internal and external public

Internal Public includes relations with

- Investors or shareholders
- Employees
- Suppliers
- Distributors
- Retailers or Dealers
- Other Business Associates

(Laurie & Joseph, 2014)



# Different Publics considered for PR Publications

- External Publics include relations with
  - Consumers
  - Government
  - Community
  - Financial institutions
  - Mass Media
  - General Public
  - Action Groups

(Culberston et al., 2012)

# Framing Publications for Internal Public

- Internal Publics include people employed by firm or associated with the firm and are related with functioning of the organization (Culberston et al., 2012)
- Publications for internal public include sharing key messages with all the members in the organization (Gregory, 2015)
- Maintain effective employee relationship by communicating company, goals, expectations, practices and relevant business information
- Share and communicate relevant information about products and raw materials with suppliers (Smith, 2012)
- Announcing the various offers, discounts and other benefits to be provided to the distributors and retailers (Johnston & Zawaiwi, 2004)
- Other associates of the organization such as management consultants, solicitors, auditors of the company should be provided information on new issues, annual reports and other relevant information (Gregory, 2015)



# Framing Publications for External Public

- External publics include consumers, other organizations or agency doing business with the company (Johnston & Zawaiwi, 2004)
- Publications for the external publics include educating consumers with product information and any warnings necessary while using product (Smith, 2012)
- Voicing opinion, building company image and influencing masses through different medium to different external public (Johnston & Zawaiwi, 2004)
- Sharing of financial reports, annual reports with financial institution
- Sharing information on values, policies, procedures, company attitude and expectations to different external publics (Mahoney, 2013)



# Difference in the Publications for Internal and External Publics

- Publications for internal publics focuses on information required for carrying out operations
- The publications for internal publics include the expectations from them and to exchange information about company progress and requirements (Culberston et al., 2012)
- The publications for external publics include information on company's progress, marketing approach to influence target audience (Smith, 2013)
- Internal publications include information, which facilitates the internal publics to carry out their responsibilities (Johnston & Zawaiwi, 2004)
- External publications include building image of the organization wherein information about products, progress, issues and strategies is shared (Smith, 2013)



# Difference in the Publications for Internal and External Publics

- Publications for external publics include sharing information on the progress of the company, financial results, marketing messages
- Publications for external publics aimed at creating positive image of the company (Smith, 2013)
- Publications for internal publics is focused on maintaining good relationships and engagement with employees, suppliers, distributors and shareholders who contribute to effective functioning of the organization (Smith, 2013)
- Publications for internal publics include sharing financial information, employee practices and rights, strategies and goals of the company



# Conclusion

- Public Relations enables organizations to build their image among internal and external publics
- Publications types for external publics include magazine, newspaper, website, newsletter and audio releases
- Publications for internal publics include in-house journals, annual report, printed literature and bulletin board
- Publications for external publics is aimed at building organizational image
- Publications for internal publics is aimed at effective functioning of the organization and to achieve desired goals





# References

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