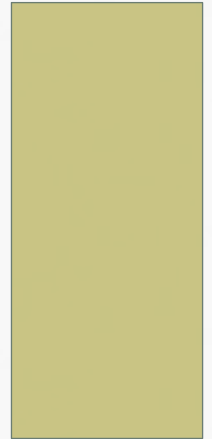


PUBLIC RELATIONS & MANAGEMENT

RACHMAT KRIYANTONO, PH.D



THE NATURE OF FUNCTION & POSITION

- PR is a management function in communication
- Communication is a blood of an organization



Important Position



Managerial & Technician Roles



Dominant Coalitions

THE MANAGERIAL ROLES

3

- **Expert prescriber**
 - A consultant: define problem, suggest options, oversees implementation
- **Communication facilitator**
 - Boundary spanner: keeps two-way comm flowing
- **Problem solving facilitator**
 - Top management's partners: identify & solve problems

THE TECHNICIAN ROLES

- Producing PR Tools & media
- Managing special events



“Getting Corporate Publicity”

PR Position

5

- White & Dozier (1992, h.93): Group of people (senior managers) that has power to arrange & control the organization.
- PR must be involved in strategic functions
- Getting acces & empowerment
- Integration & Independence of PR Dept
- Managerial
- Knowledge & ethical based
- Role diversity

If not....

6

- Authority problem
→ incompetence, lack of knowledge
- Structural problem
→ subordinated position
- Functional problem
→ no specific dept



Encroachment

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HAPPY STUDYING