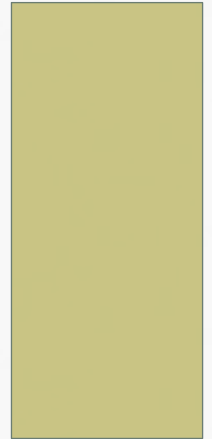


# PUBLIC RELATIONS & MANAGEMENT

**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

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- **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

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- 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**