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

- **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”

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PR Position

- 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

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- Authority problem
  ➔ incompetence, lack of knowledge

- Structural problem
  ➔ subordinated position

- Functional problem
  ➔ no specific dept
References: