**CORPORATE SECTOR**

• Corporate PR is similar to consumer in that it spans a broad spectrum and comprises elements such as sponsorship and issue/crisis management. However, with corporate much of the focus is on reputation management - making sure an organisation is perceived in the way it wants to be seen.

• Corporate PR requires a sound understanding of business. It involves putting together platforms and forums that allow companies to deliver crucial messages.

• Increasingly, it extends into the area of corporate social responsibility in that pressure groups and consumers expect corporations to behave ethically with regard to the environment, and the good treatment of their workforce, and will exert pressure if this is deemed not to be the case.

• Companies such as Gap, Nike and Shell have all used PR to defend their reputations as good corporate citizens when criticized for their labor or environmental policies.

• On the one hand, corporate PR can have a local dimension - for example in community relations programmes focused on areas where an organization is a major employer. Or it can be international, perhaps necessitating the co-ordination of PR campaigns across borders.

• Shifts in business strategy or corporate rebranding are usually accompanied by PR activity. Leading PR consultancy Burson-Marsteller was recently heavily involved in supporting the name change of global client Accenture, previously Andersen Consulting. In situations such as this, and in corporate mergers and acquisitions (M&As) there is generally a need for internal communications, i.e. explaining what is going on to employees. Many in-house PR departments and PR consultancies provide internal communications services, helping companies spread important information to staff via a host of means such as newsletters, webcasts, corporate TV, live events and e-mail.

**PUBLIC SECTOR**

'It's primarily about helping clients understand the threats and opportunities to their business that are presented by Government,' explains Fishburn Hedges associate director Gordon Tempest-Hay. 'It's much less these days about holding glittering receptions and pressing the palms of MPs. A lot of it is about working with senior civil servants to get them to influence ministers.' When the Government announced the birth of stakeholder pensions, Fishburn Hedges made sure its client Pearl Assurance got to play a part in shaping their development by holding focus groups on pensions using the kind of consumers the Government was targeting, which civil servants and ministers were invited along to watch from behind two-way glass. Given the nature of public affairs, it does attract a high proportion of graduates who are interested in building a political career. But it also appeals to those with a genuine interest in business strategy and how it can be affected by public policy.

**NGOs**

* NGO term states for. Basically NGO is an abbreviation for non-governmental organizations and defined as private, non-profitable and non-partisan establishments that usually perform humanitarian functions.
* Being a part of a nation’s infrastructure and assisting in implementing its functions, NGOs contribute to very diverse sectors such as education, agriculture, health, economy and general development.
* NGOs often seek to cultivate public awareness, support and involvement in their activities. As a result, NGO public relations tend to engage heavily in relationship-building activities.
* With the help of various activities like community outreach programs, participation in public events or hosting special public functions, NGOs try to enhance their social capital and distribute the knowledge about their activities among the society. All these activities, in my opinion, belong to PR sphere to a great extent, though people working in NGOs tend to avoid this term in their everyday lives.
* There are two different spheres of NGO involving public relations activities. One is related to campaigning, and another is tied with social marketing. **First one** is aimed at achieving particular goals at a global level like changing the attitude or behavior within a specific organization or government. The main target of social marketing to the contrary is to produce behavior change at an individual level.
* NGOs are sometimes not taken very seriously and can't totally avoid the reputation of being Utopian, antagonistic to governments and potentially obstructions (Dichter, 1999). However, the important social role of NGOs is in monitoring and forcing local and world leaders to take care of others and championing worthy causes such as democracy, cultural appreciation, universal education and the preservation of ecology.
* Gemmill, Barbara and Bamidele-Izu in The Role of NGOs and Civil Society in Global Environmental Governance (2002) suggested that NGOs should play an important role in one of the following activities:

Information collection and dissemination

Policy development consultation

Policy implementation

Assessment and monitoring

Advocacy for environmental justice

* NGOs are also helping reshape global politics by playing two distinct roles. One is to put pressure on decision-makers through campaigns. This role provides voice to different groups but does not place any responsibility on these organizations to engage with formal processes of change. Any group of individual is entitled to a voice. This is a legitimate part of democratic pluralism. As long as this voice does not infringe on the rights and liberties of others, it does not require channeling or control.
* But the **second role** of NGOs is distinctly different—involving them directly in global negotiations. Furthering this role requires formal arrangements that involve responsibilities for both international NGOs and intergovernmental agencies. This suggests a need to give some formal structure to their role in decision-making.
* NGOs participating in global forums are trying to address this issue in three ways. The first has been to aggregate the views and demands of various NGOs and present a coherent case for negotiations. For example, umbrella groups such as the Women’s Environment and Development Organization have often tried to play a constructive role in aggregating demands and negotiating proposals. Similarly, the Conference of NGOs is trying to provide a platform for joint discussion of issues and procedures, such as accreditation to intergovernmental organizations.
* NGOs can take action in a number of ways to promote environmental protection. They can work on the political level to influence legislation which regulates the way businesses and governments interact with the environment. Alternatively, some NGOs choose to work directly with individual citizens, knowing that changing habits and mindsets will not only have a profound direct effect on the planet but will also have long-term political ramifications. Finally, many groups turn to education as an advocacy method. A well-informed group of advocates and citizens can challenge climate change critics and bring us closer to a collective understanding of our responsibility to the environment.

**PR in political parties**

Public Relations and politics have a lot in common. Not least is the fact that both PR practitioners and politicians are frequently criticised by people. But on a more serious note, public relations plays a role in politics and government policy by influencing public opinion to support a certain candidate or piece of legislation.

**How PR plays 'Politics'**

PR plays a great role in politics, in ways more than one:

• The PR function of publicity is a great tool of gaining awareness for candidates and cause. Whether through mass media exposure, special events or targeted direct communication, making candidates' names known to voters is a basic function of political PR. Candidates can't win if voters don't know their names.

• PR's role in providing voters with enough information to develop an understanding of candidates' position is another role of PR closely tied to politics. Knowing who's running is important, but once they have an awareness of who's in the contest, understanding where each candidate stands on the issues becomes a priority.

• Due to modern-day public relations, another dimension comes into play, though- one that moves public relations beyond publicity and the use of one-way messages and toward two-way communication. At the highest level, this two-way approach allows for both persuasion of the public and modification of the politician with an eye to bringing both to that most valuable of outcomes- mutually beneficial relationships.

**Information management (gate-keeping)**

• Internal communication (engaging people within the party and controlling opinionated messages)

• Image management (protecting an identity or brand, relationship building etc)

•Media management (controlling messages)

•four main activities that stand out in political PR

PR experts have profound knowledge in their field which in combination with specially acquired skills allow them to

 Consult political decision makers, mandatories' and functionaries in formulating policies and concerns

 Assess the communicative effect of political decisions,

• Define specific targets for communication work

 Develop strategies on the basis of analyses (e.g. analyses of strengths and weaknesses)

 Identify connections in communication, implement communication projects and measures and evaluate their outcome.

 Regardless of their field of activity PR consultants have sound knowledge and experience in a number of different domains relevant to communication to call their own

They must have

 Knowledge of theory and practice in communication

 Talent as journalists, the ability to analyse facts for their medial relevance and formulate them accordingly

 Wide knowledge of national and, where applicable, international media

 Experience with various support tools, such as creativity, planning and evaluation techniques, as well as market and opinion research

 Knowledge of and skills in professions related to communication, such as public affairs, lobbying, marketing, advertising, direct marketing etc.

 Knowledge of contemporary methods in print and electronic media

 Extensive knowledge of political systems and processes

 General knowledge of economics, law and society Thorough command of one foreign language

 Professional handling of team work, communication in the context of (party) political activities

 The ability to communicate empathically with staff and voluntary supporters

 Adjustment and adaptation — the give and take that is essential in today’s world — are the key concepts in this balanced two-way approach. Public relations at this level allows for persuasion of the voter and modification of the politician, all done with an eye to bringing both to that most valuable of outcomes — mutually beneficial relationships. This use of public relations is good for both politics and the public.