



Chapter 13: Community Relations



The changing face of America

- By 2050, the U.S. population is projected to be 52% Anglo, 15% African-American, 25% Latino, and 2% Asian.
- The majority of immigrants arrive from Asia, Latin America, and the Caribbean.
- Ethnic print and broadcast media have grown rapidly.
- The Internet has spawned numerous virtual communities uniting many ethnic groups.



Corporate social responsibility

The mandate of every organization is to become more diverse and communicate with those who differ in:

- Work background
- Education
- Age
- Gender
- Race
- Ethnic origin
- Physical ability
- Religious beliefs
- Sexual orientation

3

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Organizations' efforts that demonstrate CSR

- Sense of obligation and commitment to support community-wide efforts in the best interest of all
- Working to expand affordable housing
- Helping to find shelter and feed the homeless
- Creating and expanding affordable housing
- Creating and expanding economic opportunities
- Striving to improve public education
- Respecting and trying to protect the environment
- In 2004, according to the Conference Board, about 190 U.S. firms provided \$7.8 billion in corporate gifts in the States and abroad; 54 percent gave to health and human service projects; there was a 22 percent increase in corporate giving over 2003.
- Plus, U.S. companies and professional organizations mount a number of meaningful volunteer efforts

4

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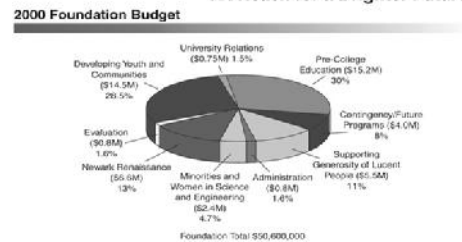
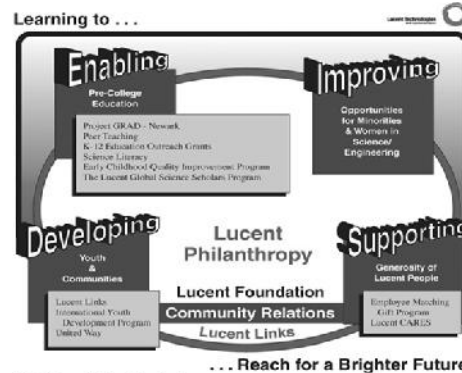
Voluntarism: another way of giving back

- Organizations actively encourage executives and employees to volunteer in their communities.
- Frequently, employees will give up free time to participate in community efforts, either individually or as a group effort arranged through their employer.



An example of corporate giving

Until the fall of the telecom sector in 2000, Lucent Technologies annually donated more than \$50 million to a wide variety of charitable endeavors in education and youth development.





Community relations expectations

- To peacefully co-exist in its community, one must:
 1. Determine what the community knows and thinks about the organization.
 2. Inform the community of the organization's point of view.
 3. Negotiate or mediate between the organization and the community and its constituents as needed.
- ❖ What the community expects
 - Tangibles, such as wages, employment, and taxes
 - Intangibles, such as, appearance, participation, stability, and pride

7

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What the organization expects

- Adequate municipal services
- Fair taxation
- Good living conditions for employees
- Good labor supply
- Support for the business and its products

8

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Community relations objectives

- Informing the community about operations, including types of products made, number of people employed, gross payroll, tax obligations met, and intended support for community projects that are mutually beneficial
- Being forthright in addressing misunderstandings, criticisms
- Informing employees about company developments and activities, especially those that will benefit the community long-term as well as short-term
- Establishing rapport between management and community leaders
- Encouraging and rewarding employee voluntarism



Community relations on the Internet

- ❖ A sense of community lies at the heart of the Internet. From this concept has emerged an effort to use it for social good:
- Black Entertainment Television created www.BET.com to bring "connectivity, content, and commerce to African-Americans.
- AOL teamed up with top musicians to present LIVE 8, a simulcast concert aimed at ending world poverty.
- www.GreaterGood.com helped fund major charities by selling name-brand retail goods, then donating part of the purchase price to them.



Serving diverse communities Who are the members?

- Women
Women have made large strides in leveling the playing field between work and home duties. Many women today head large corporations.
- African-Americans
Their socioeconomic status has improved markedly. A range of special media has emerged to reach them.
- Latinos
Growing three times faster than the rest of the country, this group will soon be the most prominent minority group. Latinos are a potent political and economic force, and are voracious media consumers.
- Other ethnic groups
Asians have grown in the American marketplace, both as consumers and constituents.
Muslims living in the U.S. have faced new challenges since 2001. New media outlets have emerged to serve them.



Who are the members? (cont'd)

- Gays, seniors, and others
In the 21st century, a diverse assortment of special communities has gravitated into the mainstream of American commerce.

Gays have become attractive to marketers.

Senior citizens are growing as consumers, voters and opinion leaders.

People with disabilities are growing equally fast as a social force and a market for a range of goods and services.



Nonprofit public relations

- Nonprofit organizations are champions of diversity and equity in communities.
 - They serve social, educational, religious, and cultural needs.
 - The nonprofit sector includes:
 - Hospitals
 - Schools
 - Trade associations
 - Labor unions
 - Chambers of commerce
 - Social welfare agencies
 - Religious institutions
- ❖ *Nonprofits often raise public awareness through media advocacy, including protests, marches, and stealth Internet campaigns,*

13

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How does nonprofit PR work?

Nonprofit PR professionals must master many functions, including:

- Positioning the organization
- Developing a marketing/promotional plan
- Media relations
- Supporting fundraising

Fundraising should include these steps:

1. Identify campaign plans and objectives.
2. Organize fact-finding.
3. Recruit leaders.
4. Plan and implement strong communications activities.
5. Periodically review and evaluate.

14

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Summing it all up.....

- The increasing cultural diversity of society in the 21st century has spawned a new wave of “political correctness.”
- Intelligent organizations must be responsive to the needs and desires of diverse communities.
- Community relations is only as effective as the support it receives from top management.

❖ Review Questions:

1. Describe some efforts made by U.S. firms that demonstrate the uniquely American concept of corporate social responsibility (CSR).
2. List the community relations expectations and state what the community expects and what the organization expects from an effective community relations effort?